

Core Offer Stack + Value Ladder

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And the sentence-level clarity you're looking for is your **Unique Mechanism + Unique Value Proposition (UVP)**.

I'll give you both.

YOUR UNIQUE MECHANISM (THIS IS THE DIFFERENTIATOR)

This is the thing no one else is really claiming the way you are:

You don't change by trying harder.

You change by updating the identity your nervous system is protecting — across regulation, rewiring, and energy alignment.

That's your **unique mechanism**.

Everything in the ladder simply delivers that mechanism at different depths, speeds, and levels of support.

YOUR UNIQUE VALUE PROPOSITION (CLEAR + CLEAN)

Here's the sentence that explains *why you*:

I help high-functioning people stop surviving and start expanding — by regulating the body, rewiring the subconscious identity, and aligning the energetic field so change actually sticks.

That's it.

Not hypno alone.

Not Reiki alone.

Not mindset alone.

The order + integration is the value.

NOW: YOUR VALUE LADDER (ORGANIZED + LOGICAL)

I'm going to show this in **levels**, because that's how your avatar actually moves.

LEVEL 0 — FREE ENTRY (AWARENESS + LANGUAGE)

Lead Magnet: Workbook + Companion Videos (Skool)

Purpose:

- Give language to their experience
- Create immediate “ohhh... that’s why” moments
- Introduce the 3-domain framework
- Produce a *felt* micro-shift (not just insight)

What makes this strong:

- Not a PDF dump
- Workbook + videos = embodied learning
- Hosted inside Skool → frictionless upsell path

This is **identity awareness**, not selling.

LEVEL 1 — LOW-COMMITMENT SUPPORT (STABILITY + BELONGING)

\$22/month Community (Skool)

Purpose:

- Nervous system safety through consistency
- Ongoing regulation + rewiring exposure
- Access to you without intensity or pressure

Key components:

- Monthly live call (Q&A + mini teaching + regulation/meditation)

- Hypno / meditation bank (rewiring)
- Somatic regulation library
- AI guidance tool (this is HUGE — makes it feel modern + supportive)

Why this works:

- Cheap enough to stay
- Valuable enough not to churn
- Keeps them in your ecosystem while life happens

This is **maintenance + integration**.

LEVEL 2 — ACTIVATION EVENT (FELT SHIFT + DECISION)

Free or Paid Webinar (2 hours)

Optional Paid 1-Day In-Person Intensive (4 hours)

Purpose:

- Create a *real nervous system shift*
- Teach the framework clearly
- Collapse confusion
- Help them self-identify readiness

Key rule:

They must leave feeling something different in their body.

This is not a lecture.

This is **experiential proof**.

These events exist to:

- Activate
 - Educate
 - Invite into the cohort
-

LEVEL 3 — CORE TRANSFORMATION CONTAINER

Cohort (2 weeks | 4 live sessions)

This is your **main offer**. And that's correct.

Purpose:

- Fast-track regulation + rewiring
- Group coherence
- Clear identity updates around ONE theme

Why themes matter:

- Abandonment
- Money / scarcity
- Self-sabotage / expansion
- Leadership / visibility

This allows:

- precise language in group hypno
- stronger results
- cleaner marketing

Structure:

- Pre-work (regulation + awareness)
- Live activations (Wed/Fri)
- Homework (workbook + meditations)
- Temporary community access

This is **pattern interruption + identity update**.

LEVEL 4 — IMMERSION (ENVIRONMENTAL RESET)

4-Day or 6-Day Retreat (North Georgia)

Purpose:

- Remove them from the environment that reinforces survival
- Deep regulation through nature + co-regulation
- Accelerated embodiment
- Long-term memory imprinting

Why this is premium:

- Time
- Space
- Nervous system immersion
- Access to you continuously

This is **full-system recalibration**.

LEVEL 5 — HIGHEST TOUCH (PERSONALIZED OS UPDATE)

1:1 or Small-Group 6-Week Program

This is the top of the ladder. As it should be.

Purpose:

- Personal identity mapping
- Custom sequencing of the framework
- Deep parts work + hypno + regulation
- Energetic coherence tailored to them

Why it's premium:

- Customization
- Access
- Precision
- Depth

This is **identity reconstruction**.

HOW THE ECOSYSTEM WORKS (THIS IS IMPORTANT)

Your avatar can enter **anywhere**:

- Free → Community
- Community → Cohort
- Webinar → Cohort
- Cohort → Retreat
- Retreat → 1:1
- 1:1 → Community (maintenance)

And they can **cycle**, not “graduate and leave”.

That’s not upselling.

That’s **right-timing**.

WHY THIS LADDER IS STRONG (BUSINESS POV)

- No single offer has to do everything
- Each container has a clear job
- No pressure to “heal everything”
- People self-select based on readiness
- Revenue is diversified and predictable

This is **sustainable for you**.

ONE-SENTENCE BUSINESS POV (FOR YOU)

I don’t sell healing.

I sell the right container, at the right time, to update the identity your nervous system is protecting.

That’s your lens.

offer outline

offer outline

LEVEL 0 — LEAD MAGNET (FREE)

Price: Free

✓ Correct. No debate.

Positioning language:

“This is not a motivational workbook.

This is a nervous-system and identity diagnostic.”

The goal is not to “teach everything.”

The goal is to make them think:

“Oh... this explains my whole life.”

LEVEL 1 — COMMUNITY

\$22/month vs \$20/month

Keep \$22. Do not drop to \$20.

Here’s why:

- \$22 feels intentional, not random
- \$20 feels like “a subscription”
- \$22 feels like “a container”
- \$22 psychologically reads as *low friction but high value*

Also: \$22 subtly signals **alignment + care**, not cheapness.

Positioning:

Not “a membership.”

Position it as:

Ongoing nervous system & identity maintenance.

Language to use:

- “This is where regulation becomes consistent.”

- “This is where rewiring doesn’t fade.”
- “This is where you stop doing this alone.”

You are selling **stability**, not content.

LEVEL 2 — WEBINAR

Free vs Paid

Start FREE. Make it feel expensive.

Free is correct *for now* because:

- You want volume
- You want trust
- You want felt experience
- You want momentum into the cohort

How to ensure people show up (this matters):

- Require registration + reminder emails
- Give a **live-only somatic activation**
- Promise something they can’t “replay”

Position it as:

“A live nervous system and identity reset — not a training.”

Later, once your audience grows, this becomes a **\$27–\$47 paid activation** easily.

LEVEL 2.5 — ONE-DAY IN-PERSON (4 HOURS)

Recommended price:

👉 **\$97 early / \$147 regular**

Why:

- \$47 = people don’t respect it
- \$97 = commitment threshold
- \$147 = perceived authority without intimidation

Positioning:

This is not a workshop.

This is:

“A live regulation + rewiring + energy activation.”

Say explicitly:

- “You will feel different leaving than you did arriving.”
- “This is not information. This is experience.”

This also cleanly feeds into the cohort.

LEVEL 3 — COHORT (2 WEEKS, 4 SESSIONS)

You are thinking about this **exactly right**.

Let's break it down.

Your 1:1 rate = \$200/hour

4 sessions = \$800 value

PLUS:

- pre-work
- homework
- meditations
- group coherence
- identity-specific language
- accountability

Recommended price:

👉 **\$555 – \$777**

Here's why:

- \$600 is logical but boring
- \$555 feels aligned + accessible
- \$777 feels premium + intentional
- Both feel like a *decision*, not a gamble

I'd start with **\$555** for the first few cohorts and then move to **\$777** once proof stacks.

Positioning language:

“This is not therapy.

This is not a class.

This is an identity update container.”

You are selling:

- speed
 - focus
 - precision
 - relief
-

LEVEL 4 — RETREATS

4-Day vs 6-Day

Your instinct is correct.

4-Day Retreat:

👉 \$2,500 – \$3,000

6-Day Retreat:

👉 \$3,500 – \$5,000

This is very reasonable given:

- room + food
- practitioners
- daily facilitation
- environment change
- full immersion

Positioning:

“This is not a vacation.”

“This is not a wellness weekend.”

Say:

“This is an environmental reset for a nervous system that’s been in survival for years.”

People don't question retreat pricing when the **experience feels sacred and intentional**.

LEVEL 5 — 1:1 / SMALL GROUP INTENSIVE

You are undercharging. Period.

You already know this.

New baseline:

👉 **\$2,500 – \$3,000** for 6 weeks

Eventually:

👉 **\$3,500 – \$5,000**

Why this works:

- High price = seriousness
- Serious clients = better outcomes
- Better outcomes = stronger brand

Positioning:

“This is not coaching.”

“This is not talk therapy.”

Say:

“This is a personalized identity and nervous system recalibration.”

You're not selling hours.

You're selling **precision + containment + transformation**.

THE BIGGEST ISSUE YOU NAMED (AND YOU'RE RIGHT)

“How do you show ROI in healing?”

You don't sell **money ROI**.

You sell **life capacity ROI**.

This is the language that fixes it:

- “How much does your current pattern cost you every year?”
- “How much energy are you spending just to stay functional?”
- “How many opportunities have you said no to because your system couldn’t hold them?”

You’re not asking:

“Is this worth the money?”

You’re asking:

“What is it costing you not to change?”

THE THROUGH-LINE LANGUAGE (USE THIS EVERYWHERE)

You already said it beautifully. This is the core message:

- Regulation creates safety.
- Rewiring updates identity.
- Energy amplifies coherence.

Without regulation → rewiring doesn’t stick

Without rewiring → regulation stabilizes the same old life

Without alignment → energy just magnifies the noise

Say this often.

It becomes your **belief transfer mechanism**.

FINAL CONFIDENCE CHECK

Your ladder:

- makes sense
- flows naturally
- honors different readiness levels
- keeps people in your ecosystem
- protects your energy
- grows with you

Nothing here is overpriced.

If anything, you’re **still being generous**.

core identities avatar's system is
protecting

I'm going to give you **the core identities your avatar's nervous system is protecting**, written in **client-facing language**, not clinical language.

These are **not personality types** — these are *survival identities*.

Each one can become:

- a cohort theme
 - a retreat theme
 - a webinar angle
 - a content pillar
-

THE CORE SURVIVAL IDENTITIES YOUR AVATAR IS PROTECTING

Most clients won't identify with just one — they'll recognize **2–4 immediately**. That recognition is what creates the “oh shit... she sees me” moment.

1. The Provider

Identity the nervous system is protecting:

“If I don't hold it together, everything falls apart.”

How it formed:

- Grew up having to be responsible early
- Emotional or financial instability in the home
- Love = usefulness

How it shows up now:

- Overworking
- Fear of rest
- Panic around money even when earning
- Guilt spending on self, ease, or pleasure

What regulation alone does:

Keeps them functioning — but still exhausted.

What rewiring does:

Separates *worth* from *output*.

Perfect for:

- Money wound cohorts
 - Burnout retreats
 - “Safety beyond survival” themes
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2. The Hyper-Independent One

Identity:

“I don’t need anyone. Depending on people is dangerous.”

How it formed:

- Emotional neglect
- Unreliable caregivers
- Being punished for needing help

How it shows up now:

- Avoids asking for support
- Struggles in relationships
- Does everything alone and resents it
- Thinks co-regulation = weakness

Hidden truth:

Their nervous system never learned safe dependence.

Perfect for:

- Abandonment / attachment cohorts
 - Relationship-focused retreats
 - Co-regulation themes
-

3. The Functional Freeze

(This one is HUGE and undernamed.)

Identity:

“I’m fine. I’m just tired.”

How it formed:

- Chronic stress
- Emotional overwhelm without relief
- Learned to shut down but keep moving

How it shows up now:

- Numb but productive
- Watches shows on repeat
- Low joy, low curiosity
- Can’t access desire

Big reframe you teach:

This is not depression — this is dorsal survival.

Perfect for:

- Nervous system regulation cohorts
 - “Coming back online” retreats
 - Energy + embodiment work
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4. The Self-Saboteur (aka The Protector in Disguise)

Identity:

“If I don’t mess it up first, it’ll hurt less when it falls apart.”

How it formed:

- Big hopes crushed early
- Inconsistent reward
- Punishment after success

How it shows up now:

- Procrastination
- Binge behaviors
- Pulling back when things go well
- “I don’t trust myself”

Key teaching:

This is *not laziness*.

This is threat prediction.

Perfect for:

- Identity rewiring cohorts
 - Future-self installation retreats
 - Mismatch & interrupt work
-

5. The Mask

Identity:

“Who I really am is too much / not safe / not welcome.”

How it formed:

- Being criticized for personality
- Being told to “tone it down”
- Conditional acceptance

How it shows up now:

- Code-switching
- Overthinking social interactions
- Feeling fake or disconnected
- Identity confusion

What you do differently:

You don’t ask them to “be authentic” — you help the body feel safe enough *to stop hiding*.

Perfect for:

- Identity clarity cohorts
 - Authentic expression retreats
 - Somatic truth detection work
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6. The Rage Holder

Identity:

“If I let this out, I’ll lose control.”

How it formed:

- Anger wasn't safe to express
- Had to swallow injustice
- Learned rage = danger

How it shows up now:

- Road rage
- Snapping at loved ones
- Internalized self-hate
- Shame after emotional outbursts

Key reframe:

Anger is stored life force, not a flaw.

Perfect for:

- Mobilization & completion retreats
 - Breathwork + energy flow cohorts
 - Emotional release themes
-

7. The Good One / The Loyal One

Identity:

"If I'm good enough, everything will stay okay."

How it formed:

- Parentification
- Emotional caretaking
- Being praised for compliance

How it shows up now:

- People pleasing
- Over-giving
- Difficulty setting boundaries
- Guilt choosing self

Your angle:

Safety doesn't come from being good — it comes from being whole.

Perfect for:

- Boundary-focused cohorts
 - Compassion & forgiveness work
 - Relationship rewiring
-

8. The Survivor Who Doesn't Know How to Receive

Identity:

"I know how to survive. I don't know how to receive."

How it formed:

- Long-term hardship
- Scarcity environments
- Always bracing for the next hit

How it shows up now:

- Can't relax into good moments
- Feels uncomfortable with ease
- Anxiety when things are calm

Key teaching:

The nervous system doesn't recognize peace as familiar — yet.

Perfect for:

- Receiving / expansion retreats
 - Energy coherence work
 - Safety-with-pleasure themes
-

HOW YOU USE THESE (PRACTICALLY)

Cohorts

Each cohort = **1–2 identities max**

Examples:

- "The Provider & Money Safety"
- "Functional Freeze → Aliveness"
- "From Hyper-Independent to Supported"

Retreats

Retreats = **identity death + rebirth**

Examples:

- “The End of Survival Mode”
- “Learning to Receive”
- “Releasing the Role You Outgrew”

Content

You speak **to the identity**, not the symptom.

Instead of:

“If you’re anxious...”

You say:

“If your nervous system learned that rest is dangerous...”

That’s what hooks them.

LEAD MAGNET OUTLINE

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Working Title (internal):

The Identity Your Nervous System Is Protecting

LEAD MAGNET RULES (FOR CREATOR)

- Must hit **all 3 domains**:
 - Nervous System Regulation
 - Rewire / Identity
 - Energy (coherence / amplification)
 - Must be filtered through POV:
 “Your nervous system is protecting an identity you hate.”
 - This is **not diagnostic, not clinical, not therapy**
 - Goal = awareness + felt recognition + direction (not resolution)
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ASSETS INCLUDED

1. Short Workbook (PDF)
 2. Companion Video Series (3 short videos)
 3. AI-Powered Identity Quiz
 4. Community Bridge (soft paywall)
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SECTION 1 — OPENING: THE LIFE THEY'RE LIVING

Workbook: Pages 1–2

Video 1: “Why You’re Stuck”

Purpose: Mirror lived experience and create recognition.

Content:

- Describe common micro-experiences of looping, self-sabotage, emotional exhaustion, and frustration.
- Speak directly to patterns they *hate* repeating.
- Do **not** label trauma.
- Do **not** offer solutions yet.

Core Question Introduced:

“Why am I stuck here?”

SECTION 2 — THE ANSWER (CORE POV)

Workbook: Page 3

Video 1 (continued)

Statement (non-negotiable):

You are stuck because your nervous system is protecting an identity you no longer want.

Purpose:

- Name the problem clearly.
 - Reframe self-blame.
 - Establish authority of the framework.
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SECTION 3 — DEFINITIONS (YOUR LANGUAGE)

Workbook: Pages 4–5

Video 2: “What’s Actually Happening”

Define clearly:

Nervous System

- The biological system responsible for safety, survival, and threat detection.

Identity

- The version of you your nervous system learned to be in order to survive.

Programming

- Repeated childhood experiences that wired identity and nervous system together.

Key Framing:

- These definitions are **functional**, not clinical.
- Everyone has this.
- No one chose this consciously.

SECTION 4 — BIOLOGY OF PATTERNS

Workbook: Pages 6–7

Video 2 (continued)

Teach (brief, grounded):

- Everyone has **three nervous system states**:
 - Regulated (ventral)
 - Mobilized (fight/flight)
 - Shutdown (freeze/dorsal)
- Everyone moves through all three.
- What runs most often is shaped by childhood conditioning.

Key Points:

- Childhood conditioning builds identity.
- Identity + nervous system reinforce each other.
- Repetition strengthens neural pathways.
- Patterns run automatically to protect familiarity.

Anchor Line:

Familiar feels safe — even when it's painful.

SECTION 5 — WHY CHANGE FEELS UNSAFE

Workbook: Page 8

Video 2 (closing)

Explain:

- The nervous system protects:
 - Predictability
 - Familiarity
 - What has already been survived
- Change is biologically registered as:
 - Unsafe
 - Risky
 - Unknown

Clarify:

- Safe ≠ healthy
 - Safe ≠ aligned
 - Safe ≠ what you want
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SECTION 6 — THE REAL QUESTION

Workbook: Page 9

Video 3: “Making Change Feel Safe”

Question:

How do we make change feel safe to the body?

Answer (two parts only):

1. Awareness of the identity being protected
 2. Awareness of your default nervous system pattern
-

SECTION 7 — THE IDENTITY QUIZ

Workbook: Pages 10–12

Quiz Asset (AI-powered)

Purpose:

- Identify:
 - Default dysregulation (freeze vs fight/flight)
 - Identity pattern tied to it

Structure:

- Scenario-based prompts
- “I’m the type of person who...”
- Multiple choice + fill-in responses

AI Output Includes:

- Identity pattern summary

- Default nervous system state
 - Short explanation of why this pattern formed
 - Suggested regulation *direction* (not treatment)
-

SECTION 8 — DIRECTION (NOT FIXING)

Workbook: Page 13

Video 3 (continued)

Explain:

- Awareness is the first safety cue.
- Regulation must match the system.
- Identity change begins with felt safety.

Important Boundary:

- This does not “fix” everything.
 - This shows where change actually starts.
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SECTION 9 — BRIDGE TO COMMUNITY

Workbook: Final Page

Video 3 (closing CTA)

Explain:

- Based on quiz results, the system suggests:
 - One meditation
 - One regulation practice
- These tools live inside the **\$22/month community**:
 - Meditation / Hypno bank
 - Somatic regulation bank

Options Presented:

- Try the concept on your own
- Or access the full libraries and monthly support

Tone:

- Informational
- Not pushy
- Not fear-based

say something like:

“This reflection shows you *what’s running*.
Regulation is how you create safety.
Rewiring is how identity updates.
Energy amplifies what’s already organized.”

OUTCOME OF THE LEAD MAGNET

By the end, the user should:

- Feel seen and understood
- Understand *why* they loop
- Know what identity is being protected
- Know their default dysregulation
- Feel curious, not overwhelmed
- Be oriented toward the next step

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COMMUNITY OUTLINE

COMMUNITY OUTLINE

Offer Name (working):

The Regulation · Rewire · Alignment Community

Platform: Skool

Pricing:

- \$22/month
 - \$200/year (paid upfront)
-

CORE PURPOSE OF THE COMMUNITY

The community is the **hub** of the entire ecosystem.

It exists to:

- support nervous system regulation
- reinforce identity rewiring
- provide energetic stabilization
- keep people engaged between deeper containers
- offer low-cost, high-consistency access to the work

This is **not therapy**.

This is **not a course-only platform**.

This is **ongoing regulation, rewiring, and integration support**.

WHO THIS COMMUNITY IS FOR

- People who have identified the identity their nervous system is protecting

- People who know they need regulation + rewiring + alignment
 - People who want ongoing support, not a one-time fix
 - People moving through different stages of the ecosystem
-

ACCESS TIERS INSIDE SKOOL

FREE ACCESS (ENTRY LEVEL)

Unlocked when someone downloads the lead magnet.

Includes:

- Lead Magnet Workbook
- Companion Video: “How to Use This Workbook”
- Video: “What This Community Is & Who It’s For”

Purpose:

- Orientation
 - Education
 - Natural upgrade into paid membership
-

PAID COMMUNITY ACCESS — \$22/month

Unlocked upon payment.

Includes everything below.

CORE FEATURES (PAID COMMUNITY)

1. MONTHLY LIVE CALL (2 HOURS)

Format:

- Live Reiki + Hypno activation
- Short teaching segment
- Community-driven Q&A

Structure:

- Theme of the month OR
- Questions submitted in advance (by deadline)
- Live questions allowed

Focus:

- Regulation
- Rewiring
- Energetic alignment
- Real-life application

Recording:

- Saved in community library
-

2. MEDITATION / HYPNO BANK

Purpose:

Support nervous system regulation + identity rewiring through repetition.

Includes meditations for:

- Dorsal vagal shutdown / freeze
- Fight / flight activation
- Fawn / people-pleasing
- Dissociation / numbness
- Reconnecting to the body
- Body compass calibration
- General regulation & anchoring
- Money blocks
- Abandonment wounds
- Anger
- Anxiety
- Identity stabilization

Format:

- Pre-recorded audio
 - Organized by state / theme
-

3. SOMATIC EXERCISE BANK

Purpose:

Give practical, body-based tools for regulation anywhere.

Includes:

- Diagrams
- Short videos

- Demonstrations
- Explanations of when/why to use each practice

Organized by:

- Nervous system state
- Situation (car, work, home, public)
- Intensity level

4. IDENTITY & REGULATION GUIDANCE TOOL (QUIZ ACCESS)

Purpose:

Help members decide *what to do* when they're dysregulated.

Function:

- Members input how they're feeling
- Tool suggests:
 - which meditation to use
 - which somatic practice to try
- Pulls directly from:
 - meditation bank
 - somatic exercise bank

5. COMMUNITY FEED & SUPPORT

Includes:

- Posting
- Asking questions
- Sharing experiences
- Community leader engagement

Tone:

- Grounded
- Respectful
- Not trauma-dumping
- Not clinical

BONUS FOR ANNUAL MEMBERS (\$200/YEAR)

EXERCISE & WORKBOOK BANK

Includes:

- Additional quizzes
- Worksheets
- Workbooks
- Shadow work prompts
- Deeper self-reflection tools

This content is **not required** to benefit from the community, but supports deeper self-led work.

HOW THIS COMMUNITY CONNECTS TO OTHER OFFERS

Cohorts

- Cohort participants receive **1 month of community access**
- Continued access requires paid membership

Retreats

- Retreat participants receive **community access during retreat month**
- Continued access requires paid membership

1:1 Clients

- Community access included during active sessions
- Continued access requires paid membership or bundle

Courses / Add-ons

- Hosted inside Skool
- Purchased à la carte
- Optional additions (e.g. astrology, human design, natal charts)

Services

- Booking for sessions (Reiki, 1:1, etc.) routed through Skool

ROLE OF THE COMMUNITY IN THE VALUE LADDER

- Entry point after lead magnet
- Ongoing support layer

- Integration space between intensive containers
- Long-term ecosystem retention
- Low-cost, high-value access point

CORE VALUE STATEMENT (INTERNAL)

This community exists so people are never left alone with awareness they don't yet know how to integrate.