

# THE VOLUME / VALUE MATRIX

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## Introduction

When pricing your product and deciding how to market it and even how much value to deliver to your customers after they purchase, you need to be REALLY clear about your production positioning.

## So, How Do We Do That?

You can get crystal clear on your product positioning and the viability of your offer (and your business model!) when you understand the Volume / Value Matrix™.

The Volume / Value Matrix™ is a way of thinking about your business based on the quantity of units you need to sell (Volume) in relation to what you can sell that product for (Value).

Typically the higher the value, the more personalised service and high-touch points needed during marketing and delivery.

And the higher the volume, the more automation and low-touch marketing and delivery is required.

But you don't want to get these two mixed up!

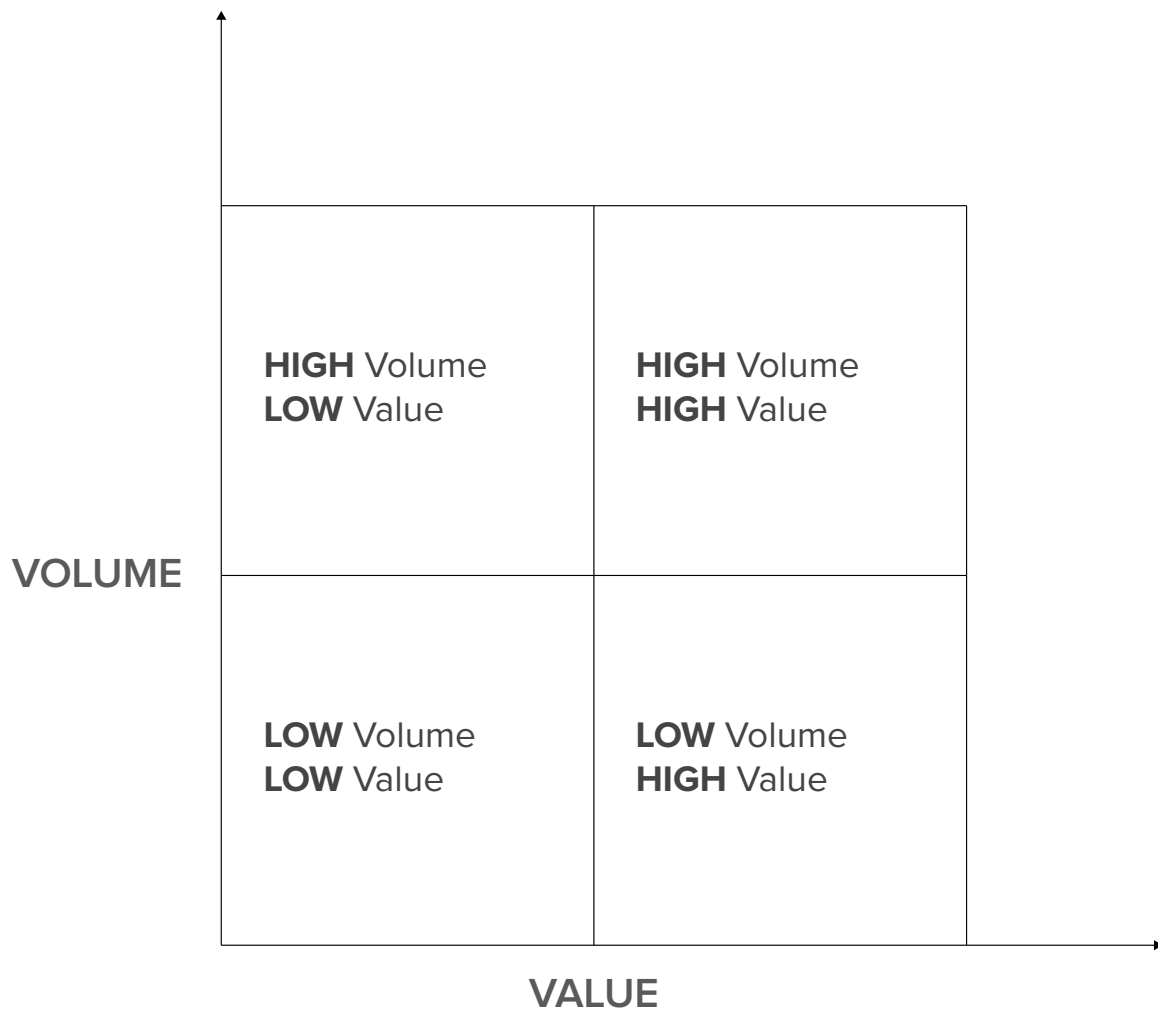
If you price for low value but you deliver a high-touch market funnel and high-touch service you may find you do NOT have a viable business model.

Conversely, if you price for high value and then try to market using low-touch automated marketing process, you will likely find low conversions and you may find you do NOT have a viable business model.

Where do you sit on the Volume / Value Matrix™?



# The Volume / Value Matrix



Suzi Dafnis & Michelle Falzon

# ContentSells

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