1. Your Niche Ladder

Each step down is more specific. Fewer competitors, more value, higher prices.

1 Climb down three or four steps

Step	Example: Grace, designer, Kampala	Mine
1 What you sell	Graphic design for anyone	
2 + a type of customer	Restaurants and cafés	
3 + a specific problem	Menus and branding that increase orders	
4 + a place or group	Restaurants and cafés in Kampala	

2 Your one-sentence offer

Example: "I help restaurants and cafés in Kampala get menus and branding that make customers order more."

I help _____ get / fix _____

3 Four checks for the step you choose

They have a painful problem I can solve	[ ] Yes [ ] No
They can afford to pay for a solution	[ ] Yes [ ] No
I can reach them easily (one area, association or online group)	[ ] Yes [ ] No
The group is growing, not shrinking	[ ] Yes [ ] No

Fails a check? Go back up one step and try a different direction. You do not have to turn anyone away: just stop marketing to everyone.

4 No results to show yet? Raise your price in steps

Stage	Example (Grace)	My price
First few clients (for results + a testimonial)	$600 (first two)	
After you have results to show	$900	
More enquiries than time	$1,200 (booked a month ahead)	

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

2. One Advantage, One Premium Package

Customers pay more for less risk, less waiting or less effort.

1 Ask ten customers: "What worried you most?"

Customer (first name only)	Biggest worry	Advantage group
e.g. Customer A	Things get broken on the way	Certainty

2 Pick ONE advantage

[ ] Speed
How fast you deliver

[ ] Certainty
Sure it will work

[ ] Ease
How little effort

[ ] Price
Only if built to be cheap

3 Build a standard and a premium package

	Standard	Premium (with a visible promise)
Name		
What is included		
The promise		
Price		
Example (Kato)	Truck + loaders, $300	Safe Move: crew, boxes, cover, cap, $650

4 On every call

- Ask about the worries first (e.g. "Any fragile items?", "Who will pack?", "What if something breaks?")
- Present the premium package first
- Offer the standard package if the budget is tight. Nobody feels pushed.

Write the package steps as a simple system in Systex, our own product (loftybiz.net), so your team keeps the promise every time.

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3. Track It, Improve It

After a few months, look at the numbers.

1 Results tracker

Month	Jobs	Premium jobs	Premium share	Average job ($)
e.g. Kato, month 3			about 4 in 10	300 -> about 450

2 Two mistakes to avoid

Don't claim everything

Fastest, cheapest, safest and easiest: customers believe none of it. Say one thing and prove it.

Don't shut a slow premium

Improve it. Kato's first Safe Move had no boxes; adding all packing materials made it sell.

3 Do this this week

[ ] Write your niche ladder: three steps, each more specific
[ ] Run the four checks on the step you choose
[ ] Ask ten customers what worried them most before they bought
[ ] Choose your one advantage and sketch your premium package
[ ] Note the first steps of the premium package as a simple system in Systex

Grace, Kato and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.