Course 2, Session 2 Student Notes: The Value Stack

When Worth Dwarfs Price

Big Idea: Price is only expensive in the absence of value. Stack the value high enough, honestly, and the price becomes an easy yes.

How to use these notes. These are yours to study on your own, before or after the session. Read each section slowly. Under every principle there is a **Notes** space to write what stands out to you, and a **Reflect** question to answer honestly in writing. Keep your Bible nearby, and have a pen and a calculator or phone ready, because by the end you will build a real value stack for one of your offers and add it up. Take about 30 minutes, and end in prayer. Bring your notes and questions to the group.

Open in Prayer

Before you begin, pray this simple prayer, or your own: “Father, teach me to build offers so full of real value that the price becomes an easy yes, and to do all of it in honesty before You. Amen.”

The Scripture for This Session

Read these slowly, out loud if you can:

- **Genesis 23:16**, “And Abraham hearkened unto Ephron; and Abraham weighed to Ephron the silver… four hundred shekels of silver, current money with the merchant.”
- **Proverbs 11:1**, “A false balance is abomination to the Lord: but a just weight is his delight.”
- **Proverbs 16:11**, “A just weight and balance are the Lord’s: all the weights of the bag are his work.”
- **Genesis 23:1 to 20** (Abraham buys the cave of Machpelah, which we study below).

Reflect: When you last called something "too expensive," was it really that you had no money, or that you had not yet seen enough value to make the price feel worth it? What does that tell you about your own customers?

The Big Picture

Picture two identical bottles of water. One costs a dollar at the corner store. The very same bottle costs eight dollars at the airport and twelve at a concert. Same water, same bottle, wildly different price. What changed?

Nothing about the water. What changed was the value of having it, right there, right then. Price is never really about the thing by itself. It is about the value perceived in the moment. Hold on to that, because it quietly rewrites how you think about every price you will ever set.

Last session we turned your value into a single clear sentence built on the outcome the customer actually wants. That one sentence is your core offer. Now we stack value around that core until the worth dwarfs the price. Because here is the thing most people get backwards: when a customer resists a price, the answer is almost never to drop the price. The answer is to make the value they receive so full and so visible that the price stops being the conversation. Over this session we will look at four truths about stacking value honestly, and then watch Abraham buy a field in the open, with honest weights, in front of witnesses.

Principle 1: “Too Expensive” Almost Never Means “No Money.”

Let us name the most common objection in all of business: “It is too expensive.” Here is what that phrase almost always means, and it is not what you think. It rarely means the customer has no money. It means that, in their mind, the value has not yet outweighed the price. Picture a scale. Price sits on one side, value on the other. When the price side looks heavier, the customer says no. When the value side looks heavier, they say yes. That is the whole transaction in a single image.

So when you hear “too expensive,” resist the reflex to slash your price. Dropping the price treats the wrong problem. The real issue is that the value side of the scale is too light in the customer’s mind, either because the value is not there, or, far more often, because it is there but they cannot see it. Your job is not to make the offer cheaper. Your job is to raise the perceived value until the scale tips on its own. That is a completely different move, and it is the move a wise, honest builder makes.

Reflect: Think of the last time someone told you your price was too high. Was the real problem a lack of money, or a value they could not yet see? How might that change your response next time?

Notes:

Principle 2: Stack Real Value High. Never Stack Hot Air.

This is value stacking, and it is one of the most practical tools you will ever learn. A value stack is simply a written list of every single thing the customer receives, every outcome, every bonus, every piece of support, every guarantee, with a real dollar value beside each one, so that the total perceived value is far greater than the price you are asking. When someone sees a stack genuinely worth ten thousand dollars offered for two thousand, that two thousand stops feeling like a cost and starts feeling like a steal.

Now hear this carefully, because this is exactly where character enters the room. Value stacking is not inflating. It is not inventing bonuses that do not matter, or slapping fake prices on worthless filler to run up a big number. That is lying with a spreadsheet, and it is beneath you as a follower of Christ. Honest value stacking means every item on the stack is genuinely valuable to the customer, and the dollar value beside it is defensible, something you could explain out loud without flinching. We stack real value high, and we never stack hot air. Done this way, the stack is not a manipulation. It is simply the truth, made visible, so the customer can finally see everything they actually receive.

Reflect: If you listed every real thing a customer gets from your best offer, with an honest value beside each, would the total surprise them? Would any item on your list embarrass you if they saw how you priced it?

Notes:

Principle 3: Anchor the Price to the Cost of the Problem.

Here is a shift that changes everything about how you set and explain a price. Anchor your price against the cost of the problem, not against your competitors. Most people price by looking sideways at what everyone else charges and landing somewhere in the middle. But your customer is not really comparing you to a competitor. Deep down, they are weighing the cost of leaving their problem unsolved.

Follow the math. If a business is quietly losing ten thousand dollars a month to a problem you can fix, your price is not competing with the other consultant down the street. It is competing with that ten thousand dollar bleed, month after month. When you help the customer see the true cost of the problem, in money, in time, in stress, in missed opportunity, your price suddenly looks small next to it. This is not a trick. It is helping the person count something they had been ignoring. The cost of the unsolved problem was always there, draining them silently. You are simply turning the lights on so they can weigh your price against the real number, not against a made-up comparison.

Reflect: What does it actually cost your customer to leave their problem unsolved, in money, time, and stress? Have you ever helped them see that number, or have you only compared yourself to competitors?

Notes:

Principle 4: Bonuses Are Bridges, Not Bribes.

Here is a principle that will make your stack genuinely useful instead of just long. Bonuses should remove obstacles to the result, not merely pad the list. Ask a sharp question about your offer: what stands between this customer and the outcome they truly want? Whatever those obstacles are, build a bonus that removes each one. If they will struggle to get started, add a quick-start guide. If they tend to get stuck halfway, add a support call at the halfway point. Good bonuses are not bribes to sweeten a deal. They are bridges, each one clearing a specific barrier between the customer and success.

And underneath the whole practice, one unshakable rule holds it steady. Honor the exchange. Build offers you would be proud to have witnessed publicly, in the full light, with God and a crowd watching. The goal is never to hustle someone into paying more than something is worth. The goal is to deliver so much real value, stacked and visible, that both sides walk away genuinely better off. When the value is real, the bonuses are true bridges, and the exchange is honest on both ends, that is not just a good sale. That is a holy transaction.

Reflect: Look at the extras in your offer. Are they real bridges that remove an obstacle to the customer's success, or filler added just to make the list look bigger? What is one bridge you could add?

Notes:

The Story: Abraham Buys the Cave of Machpelah (Genesis 23)

Read the scene together. Sarah has died, and Abraham, still a stranger in the land, needs a place to bury her. He approaches the Hittites and asks to buy the cave of Machpelah from a man named Ephron. What follows is one of the most detailed business transactions in the whole Bible, and it is a master class in honorable dealing.

Watch the transparency first. The price, four hundred shekels of silver, is named openly (23:15 to 16). It is weighed out as “current money with the merchant,” that is, by the honest, standard weights that everyone in the marketplace trusted. And the whole thing happens publicly, “in the audience of the children of Heth,” in front of witnesses at the city gate. Nothing is hidden. Nothing is done in a back room. The value is real, the weights are honest, and the exchange is in the open. Now watch Abraham’s posture. Ephron offers to simply give him the field for free. Abraham refuses. He insists on paying the full, fair price (23:13). Why would a man turn down a gift? Because he wanted clean, honorable ownership, with no debt, no favor hanging over him, nothing anyone could dispute later. He would rather pay full value than take something for nothing. That is the heart of a person who honors the exchange.

Sit with what this means for your offers. The value was real and the price was named openly, so a godly offer never hides the price or plays games. The weights were honest, and Proverbs 11:1 says a false balance is an abomination to the Lord while a just weight is His delight. Your weights today are your claims, the dollar values on your stack, your invoices, so keep them honest. The deal was done in public, so build every offer as if it will be witnessed by a crowd, because in a sense it always is: the customer talks, and your reputation is the public record of how you deal. And both sides walked away honored, Abraham with clean title and Ephron with fair payment, nobody hustled. That is the target. This is exactly the difference between an honest value stack and a manipulative one. The classic infomercial format, here is the product and its value, and you also get this and this and this, each with a price named, is pure manipulation when it is stuffed with junk bonuses and fake numbers. But used honestly, that same format simply shows the customer everything they truly receive, item by item, so they can weigh the full, real value against the price. Show people the genuine value they receive, weigh it out with honest weights in the open, and the price takes care of itself.

Reflect: Would your current offer survive being weighed out in public, in full light, with honest weights and everyone watching? Where might one of your weights, a claim, a price, a value on the stack, be even slightly off?

Notes:

Put It Into Practice

1. Build your value stack. Take one offer and list every single component the customer receives, the core outcome, each bonus, each piece of support, the guarantee. Beside each one, write an honest, defensible dollar value. Then total it up with your calculator. Finally, set your actual price comfortably below that total so the worth clearly dwarfs the price.

The components of my offer and their honest values (total them):

2. This week's assignment. Calculate the real cost of the problem you solve, what it actually costs the customer, in money, time, and stress, to leave it unsolved. Write that number down and practice framing your price against it out loud. Then present your full value stack to one real prospect before you ever name the price, and notice how the conversation changes.

The cost of my customer's unsolved problem, and what happened when I led with the stack:

Go Deeper (Optional)

- **Read:** *B.O.S.S. Moves* by Dr. Myron Golden.
- **Listen:** *The Game* by Alex Hormozi, especially the episodes on offers and value (secular, so run it through a biblical filter).
- **Study:** Genesis 23:1 to 20; Proverbs 11:1; Proverbs 16:11; and revisit Session 1 on outcome-led offers.

Close in Prayer

“Father, You are a God of honest weights and open dealing. Teach me to stack real value high and to never stack hot air. Guard my heart from the temptation to inflate, to pad, or to hustle, and give me the confidence to show people the true worth of what I offer, plainly and in the open. Make my business like Abraham’s field, weighed out fairly, witnessed by all, honorable on both sides, so that everyone I serve walks away genuinely better off. Let my transactions be holy. In Jesus’ name, Amen.”

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