# Map Your Learning Revenue Ladder

*A five-minute worksheet to find your association's biggest revenue opportunity.*

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## Step 1: Score Your Rungs

Each ladder rung represents a learning product offering. Rank your association's current level of performance for each.

| How is your association's current performance? | Strong | Partial | MIssing |
|---|---|---|---|
| **Assessments**<br>Identify strengths, diagnose knowledge gaps, generate leads | ☐ | ☐ | ☐ |
| **Preparation Programs**<br>Guide learners toward certification | ☐ | ☐ | ☐ |
| **Microcredentials**<br>Go deep on niche topics, reach new audiences, build toward certification | ☐ | ☐ | ☐ |
| **Certification**<br>Unify the whole portfolio | ☐ | ☐ | ☐ |

## Step 2: Identify Your Weakest Rung

It's the place where your members' needs (before, during, or after certification) go unmet, or are met by someone other than you. This rung is your greatest revenue opportunity.

## Step 3: Explore Your New Revenue Opportunity

Jot down your thoughts about the following three questions in the boxes below.

**Who would you serve?**

New audience? Existing members? Employers?

**What might the product look like?**

Online course? Practice exam? Stackable credential? Diagnostic?

**What's the first step?**

Research demand? Talk to your board? Find a partner? Pilot small?

# What is the Learning Revenue Ladder?

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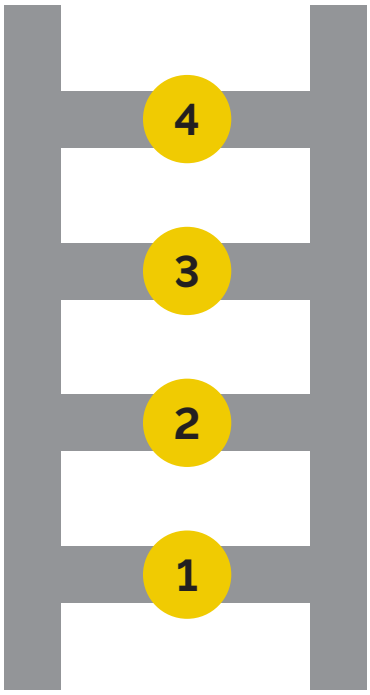
## Four Rungs, One Climb

Each rung represents a learning product associations are uniquely positioned to offer, lifting learners toward certification and generating revenue at every step.




Rung 4: **Certification**

Not the beginning, not the end. Certification is the keystone that unifies the portfolio. Every rung below gives professionals a reason to climb toward it, and a reason to keep learning after.

Rung 3: **Preparation Programs**

Turn intent into readiness with trustworthy resources that build confidence. Captures revenue in the gap between assessment and exam, and you can responsibly offer both prep and the exam.

Rung 2: **Microcredentials**

Go deep on niche topics and reach learners beyond your core audience. Stackable, so they feed people toward the flagship credential rather than competing with it.

Rung 1: **Assessments**

Meet learners wherever they are, at the start and again as they grow. Diagnose gaps, surface qualified leads, and serve enterprise partners with workforce evaluation and skills-based hiring.

## Why it Works Together

Each rung gives a new audience a reason to engage — and a step up to the next rung.

Engagement at the lower rungs predicts certification success at the top.

Microcredentials stack toward the flagship credential instead of cannibalizing it.

Certification is the keystone that unifies the portfolio and sustains revenue well beyond the exam.

**Ready to Start Your Climb to the Top?** Let's continue the conversation.

**Visit HolmesCorp.com today for more information.**