Pricing Worksheet

From video 002 · You're Not Expensive. You're Underpriced. (The 2-Test Pricing System)

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Two tests to set your price with numbers instead of guesses. Test 1 sets your price level. Test 2 raises how much each buyer spends.

1 Test 1: the close-rate test

Count your next 20 serious enquiries and how many buy. More than 8 in 10 say yes? You are too cheap: raise the price 10-20% for new customers and count 20 again. Hold when you land in the healthy zone of about 4-7 in 10. Under 3 in 10? Do not cut the price first. Ask the people who said no, "What would have made this an easy yes?"

More than 8 in 10 buy	About 4-7 in 10 buy	Under 3 in 10 buy
Too cheap. Raise 10-20%.	Healthy zone. Hold there.	Value problem? Don't cut the price first.

Round	Price ($)	Enquiries	Bought	Yes rate (%)	Decision
Round 1		/ 20			
Round 2		/ 20			
Round 3		/ 20			
Round 4		/ 20			

2 Test 2: the three-option menu

Offer three options instead of one, so the question becomes "which one?" instead of "yes or no?". Your tested price from Test 1 becomes the middle option. Recommend the middle one every time.

STARTER
A smaller version for people you used to lose.

Name: _____

Price $: _____

Includes:

_____

MIDDLE (recommended)
Your main product at your tested price.

Name: _____

Price $: _____

Includes:

_____

PREMIUM
Faster, more personal, done-for-you or ongoing support.

Name: _____

Price $: _____

Includes:

_____

MEASURE: % of buyers who pick each option, and average revenue per buyer. Change one thing at a time.

Say it the same way every time: "Most of our clients choose _____." Then point to it.

Examples only; results vary. General business education, not financial, legal or tax advice.
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