LoftyBiz Subscription Price Worksheet

Price a recurring offer for your customer's hardest month, split one-time work from monthly value, and make the page clear.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. The tight-month test

Write your current recurring price, then the hardest month of the year for a typical customer. Ask honestly: would a happy customer keep paying this then? If not, sketch a smaller plan or a pause.

Box	What to write	Your figure
1. Recurring price	The amount a customer pays each month (or each billing cycle) today.	
2. Hardest month	The month money is usually tightest for your typical customer (after the holidays, school fees, a slow season).	
3. Would they still pay?	Yes / no / not sure — for a happy customer in that month.	
4. Smaller plan or pause	A smaller quantity at a lower price, or a pause of one or two months, so people can stay instead of leaving.	
5. One-time work in the monthly price	Anything you deliver once (setup, a starter kit, onboarding) that is currently hidden in the recurring fee.	
6. Separate one-time price	A clear, named fee paid once, so the monthly price only covers monthly value.	

2. Worked example (Nkechi's coffee club, Omaha — examples, not promises)

Two bags a month, delivered, for $38. These numbers are from the video and are examples only.

Item	Example figure (USD)
Original plan	2 bags / month · $38
Members in autumn	about 420
Cancellations in six weeks of January	around 90
Smaller plan	1 bag / month · $22
Pause option	1 or 2 months, from the account page
Starter box (brewing guide + scoop), paid once	$15
The next January: paused / stepped down / cancelled	about 60 / about 20 / 25
Pause limit that worked better	2 months, with a reminder a week before restart

3. Worked example (Tomasz's IT support business, Providence — examples, not promises)

A three-person IT support firm for dental practices, law offices and small clinics. These numbers are from the video and are examples only.

Item	Example figure (USD)
Old plan	$900 / month, everything bundled
Clients who cancelled within a year	3
One-time onboarding (network check, backups, password reset, device list)	$1,200, paid once
Ongoing plan (monitoring, updates, support hours, quarterly review)	$450 / month
New page	One table: Basic, Standard and Plus
On the same page	What isn't included, how to cancel, data if you leave, when onbo
Onboarding can be spread, if a client asks	Over 3 months

4. Make the pricing page explain itself

Ask a friend to read the page aloud and explain the plans back to you before you publish.

Check	On your page?
One simple table, with plain plan names	Yes / Not yet
Each column lists what is included (for example: devices, hours, response time, price)	Yes / Not yet
A short line on what is not included	Yes / Not yet
Plain answers: how to cancel, what happens to data, when a one-time fee applies	Yes / Not yet
The one-time fee is on the same page, in the same plain words	Yes / Not yet
A fresh reader has explained the plans back to you	Yes / Not yet

Keep pauses, step-downs, restart dates and follow-ups in Systex (our own product): loftybiz.net. Click the link in the description of the video.

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