LoftyBiz Price Research Sheet

Write four price questions, list three ways someone could buy, pick two prices to test, and plan how you will count visitors and money for each one.

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

How to use this sheet

Before you set a launch price, write four questions: too cheap, a good deal, getting expensive and too expensive. List three ways someone could buy from you and ask which they would choose. Then pick two prices worth testing on the same page, changing nothing else, and judge the result by earnings per visitor (money taken, divided by people who opened the page), not only by how many booked. Thank early customers with an extra, not a permanent discount. Figures below are taken from the video's worked examples only.

The four price questions (write your own)

Question	Your wording	What most people say
1. Too cheap	At what price would it feel so cheap you'd doubt the quality?	
2. A good deal	At what price would it feel like a good deal?	
3. Getting expensive	At what price would it start to feel expensive, but you'd still consider it?	
4. Too expensive	At what price would it be too expensive to buy?	

Three ways to buy (write your own, then ask which they'd choose)

#	Way to buy	Your notes
1		
2		
3		

Two-price test (count visitors and money)

Price	Visits	Bookings or sales	Money taken	Earnings per visitor (money ÷ visits)	Keep / drop
Price A					
Price B					

Keep the page, the photos and the adverts the same, so the price is the only change. If a week is disrupted (weather, a holiday), add extra weeks until you can compare fairly.

Worked example: Imogen's meal-prep kitchen in Topeka (labelled examples only)

Question	What she asked (a box of five meals)	What most people said
Too cheap	At what price would it feel so cheap you'd doubt the quality?	Below $40 for five meals
A good deal / sweet spot	At what price would it feel like a good deal?	Sweet spot $55–65
Getting expensive	At what price would it start to feel expensive, but you'd still consider it?	In the same $55–65 range
Too expensive	At what price would it be too expensive to buy?	Above about $75

About 140 people answered. She also sent every person who answered a thank-you note; about 60 asked for a reminder and became her first week of orders. First two months: about 90 regular customers. These are examples, not promises.

Option	Price	Notes
Single meal	$13	Cost of ingredients and packaging was about $4.50 a meal
Box of five	$59	Over half of survey answers chose this way of buying
Box of ten, delivered free	$110	About a fifth who praised it never bought it
Weekly plan of ten	Not at launch	Almost nobody wanted a weekly commitment before trying the food

Worked example: Olumide's bike tune-up service in Fargo (labelled examples only)

Price on the booking page	Visits (two weeks)	Bookings	Money taken	Earnings per visitor

$65 (weeks one and three)	About 520	39	$2,535	About $4.90
$85 (weeks two and four)	About 500	31	$2,635	About $5.27

Fewer bookings at $85, more money per visitor. He launched at $85, honoured the lower price for anyone who had already seen it, and thanked his first 50 customers with a free chain clean on their next visit, not a lower price. Week four had heavy rain, so he ran a fifth and sixth week. These are examples, not promises.

Three mistakes to avoid

On the survey: copying a rival’s price without asking your own customers; asking only “how much would you pay?”, which pulls answers down; treating the survey as the final word rather than the starting range. On the test: judging only by how many people buy; changing the price and the page at the same time; giving early customers a discount so deep that it becomes the price they expect forever.

Systex is our own product. You can keep survey contacts, launch dates and follow-ups in one list at loftybiz.net.

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises. Companion download for LoftyBiz 115 — Research Your Price Before You Launch: Surveys and Simple Price Tests.