

YOUR FIRST SALE • QUICK REFERENCE

Pricing Checklist

10 checks to run before you set (or change) your price.

Before You Price

- Calculate your true cost (materials + time + tools + overhead)
- Research 3-5 competitors and note their price range
- Identify where you sit: budget, mid-range, or premium
- Determine your minimum viable income — what do you NEED to earn?

The Price Itself

- Price based on value delivered, not hours spent
- Use charm pricing for low-cost items (\$29, not \$30) and round numbers for premium (\$500, not \$497)
- Offer 2-3 tiers if possible (good / better / best)
- Test: would you pay this price for this result? If not, improve the offer first

Framing & Presentation

- Anchor the price against a more expensive alternative
- Break it down: '\$197 = less than \$1/day for a year of access'
- Show what it replaces: 'Skip \$2,000 in trial-and-error mistakes'
- Always pair the price with the guarantee

After You Launch

- Track conversion rate — if >10% buy instantly, you may be underpriced
- Raise prices by 10-20% every 30 days until conversions dip
- Never apologize for your price — confidence signals value

The right price is the one your target customer pays without hesitation while you earn a margin that sustains you.