

OFFER PRICING

THE VALUE THRESHOLD

determine REVENUE EXPECTATIONS

What is the **expectation of revenue** from this product that makes it **worth it**?

- SLO funnels often break even
- Sometimes they are loss leaders but it's okay because of the value ladder
- SLO funnels are sometimes profitable
- Webinar/Application funnels are usually income maximizers
- Secondary SLO funnels will be more profitable than the first, since it only takes one funnel to acquire a customer and then people will continue to buy

what does it cost to make?

What are the **expenses** for selling a digital product?

- Price of tools
- Price of build out
- Price of customer service
- Price of ongoing delivery (coaching, Q&A, FB group management, etc.)

If it's solely a **digital product business**, simply track what the monthly expenses are and then add any new costs associated with the new product being developed.

what are competitors selling it for?

Look at both **the bottom** and the **top end**.

You get no award for being the **second cheapest**.

what is the value of the product pieces?

What would you sell it for **on its own**?

What are **competitors** selling it for on their own?

How much could that return to the customer in
\$\$ earned or \$\$ saved in 90-120 days?

COMMON PRICING MILESTONES

<p>\$0 - \$50</p> <ul style="list-style-type: none"> How low can you go and still be profitable with ads? Are you willing to break even or lose money? All offer types that are DIY (books, courses, low ticket memberships, etc.) Nothing high touch <p>Most common \$17, \$27, \$37, \$47</p> <p>Other options \$7, \$12, \$14, \$25, \$30</p>	<p>\$50 - \$100</p> <ul style="list-style-type: none"> Great pricing for OTO's Higher end templates, masterclasses, bootcamps, courses Might be done live but no real high touch involvement <p>Most common \$50, \$77, \$97, \$99, \$100</p> <p>Other options \$67, \$75, \$95</p>	<p>\$100 - \$300</p> <ul style="list-style-type: none"> Great pricing for pressure launches Great for courses Might have a pop up facebook group or Q&A Great for offers that aren't fully comprehensive but still really focused on understanding a topic deeply <p>Most common \$147, \$197, \$199, \$297</p> <p>Other options \$200, \$247, \$250, \$299</p>
<p>\$500</p> <ul style="list-style-type: none"> This is a classic price point for a pressure launch of a business in a box type program. It can also be the price point for group coaching, especially if you're B2C. Can be sold in a launch or with a webinar. <p>Most common \$497</p>	<p>\$1,000</p> <ul style="list-style-type: none"> This is a classic price point for a pressure launch of a business in a box type program. It can also be the price point for group coaching, especially if you're B2C Can be sold in a launch or with a webinar. <p>Most common \$997, \$999</p>	<p>\$2,000</p> <ul style="list-style-type: none"> At \$2000, your course/program is most likely a revenue generator for the customer. You might also be selling premium coaching in the personal development space. Should be sold in a launch or with a webinar. You might also have to do a sales call. <p>Most common \$1997, \$1999</p>
<p>\$3,000 - \$5,000</p> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. <p>Most common \$2997, \$3997, \$4997, \$5000</p>	<p>\$10,000 - \$12,000</p> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. Longer term offer (usually at least 6 months) 	<p>\$25,000</p> <ul style="list-style-type: none"> You're solving a level 5 problem in a customer's life. Can be sold on a webinar to application or an application funnel. Can also be sold in person at an event in an ascension offer. Longer term offer (usually at least a year)

FUNNEL

Gorgeous

pay plans, tiered pricing, continuity

1. **Pay plans** are done when:
 - a. You want to drive up conversion on webinars
 - b. You're trying to help risk averse customers
 - c. You want to create more affordability
 - d. You need to create a plot twist at the end of a launch
2. **Tiered pricing** is done when:
 - a. You're in a launch or presentation offer where there are two or three different levels of service
 - b. You're selling continuity and want to offer a better value for a 6 or 12 month membership paid in full as a one time payment
3. **Continuity pricing** is done when:
 - a. You want people to be able to pay month to month
 - b. Access is dropped if you stop paying



PAY PLANS

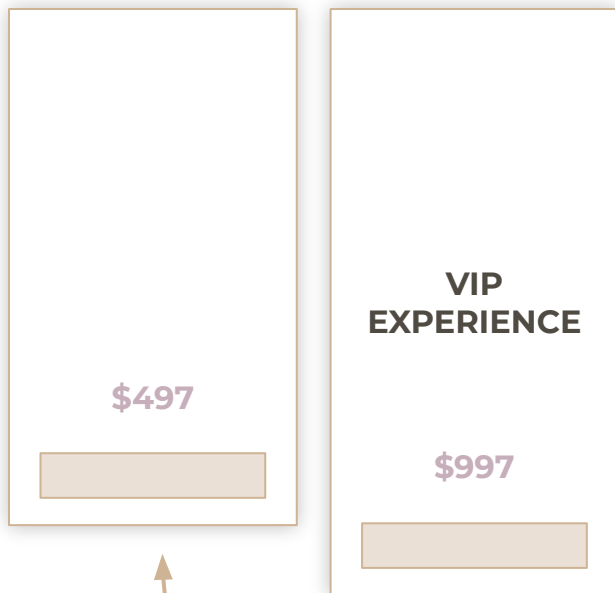
\$0 - \$50 No pay plan	\$50 - \$100 No pay plan	\$100 - \$300 \$147 4 pay of \$49 \$197 3 pay of \$97 \$297 4 pay of \$97
\$500 \$497 3 pay of \$197 6 pay of \$97 12 pay of \$49	\$1,000 \$997 3 pay of \$397 6 pay of \$197 12 pay \$97	\$2,000 \$1997 3 pay of \$697 6 pay of \$397 9 pay of \$249 12 pay of \$197
\$3,000 - \$5000 \$2997 6 pay of \$597 12 pay of \$297 \$5000 (\$1000 payments spread out over the # of months)	\$10,000 - \$12,000 (spread the payments out over the months - optional to provide an upcharge)	\$25,000 (spread the payments out over the months - optional to provide an upcharge) OR \$5000 deposit and 10 payments of \$2000

FUNNEL

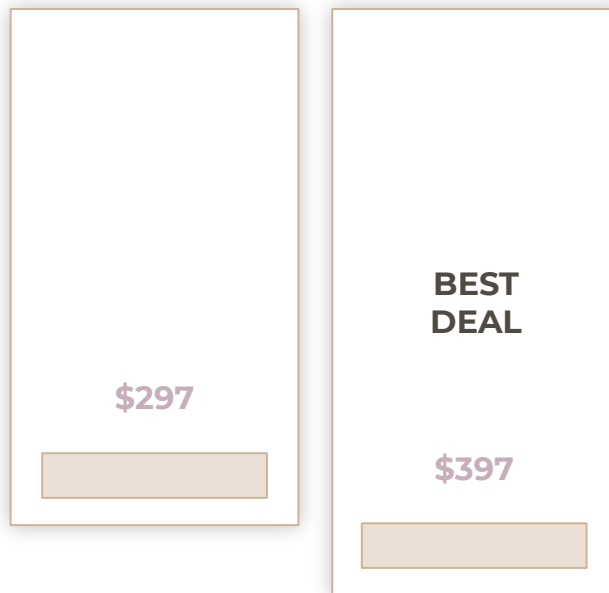
Gorgeous

TIERED PRICING

VIP Tiered Pricing



Best Deal Tiered Pricing

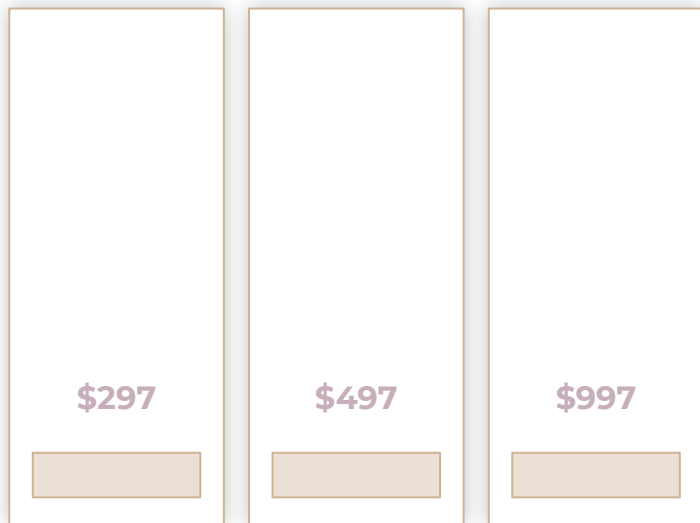


TIERED PRICING

Downsell

Best Price

Price Anchor



Downsell

Regular

Crazy Offer



FUNNEL

Gorgeous

CONTINUITY PRICING

MTM

Best Price

(when paid in full for the year)



\$29/m



\$19/m



FUNNEL

Gorgeous

CONTINUITY PRICING

Trial with
MTM

Best Price
(when paid in full for the year)

**\$1.00 trial
then \$49/m**

**\$199/yr
(save 60%)**



FUNNEL

Gorgeous

CONTINUITY PRICING

Buy Product
(\$ set price) and
get **1 year free** inside
membership!





WATCH OUT FOR...

1. Lifetime Access
2. Unlimited on Group + Live Components
3. Continuity no-go on Order Bumps (for power launchers)
4. Price Hike Remorse
5. When Offering High Touch (Voxer, Done For You, etc.)