



# *Pricing Clarity*

## WORKSHEET

MARCH  
2025



This worksheet complements the video: 'How to Price Your Offer (Without Guessing)'. Use it to define your offer, understand your buyer, and price with confidence.

## 1. Offer Type Definitions

Match your offer to its type and purpose:

- Lead Magnet (\$0): Free, builds trust (e.g. checklist, short video)
- Tripwire/Tiny Offer (\$7–\$47): Solves one small problem fast
- Low Ticket (\$49–\$97): Mini course, masterclass, template bundle
- Mid Ticket (\$200–\$700): Signature program with transformation
- High Ticket (\$1000+): Deep support (1:1 coaching, VIP day, etc.)

## 2. Define Your Offer

- ☐ What transformation are you helping them achieve?
- ☐ Is this a fast win or a full journey?
- ☐ Is this self-paced, group-based, or 1:1?
- ☐ What type of access/support do they get?

## 3. Use the Anchor Method

Fill in your thoughts to help choose your price:

- If I offered this 1:1, I would charge: \_\_\_\_\_
- The lowest price that still feels valuable: \_\_\_\_\_
- A price that makes me slightly nervous but proud: \_\_\_\_\_
- Suggested starting price: \_\_\_\_\_

## 4. Think Like a Buyer

- ☐ What outcome are they buying — what do they \*want to feel\*?
- ☐ Does your pricing match how much trust they have in you?
- ☐ How can you make the value feel clear, not overwhelming?
- ☐ Have you made it feel worth it — not just priced it logically?

## 5. Final Notes

- ☐ I've matched the price to the \*transformation\*, not the content volume.
- ☐ I know I can adjust this price with experience and feedback.
- ☐ I've checked this price from my buyer's perspective.

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