

SCIENCE OF PRICING

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Problems it Solves

1. Avoid Common Pricing Mistakes

There are some prevalent pitfalls founders fall into when setting their price. This chapter will help you avoid them.

2. Set the Foundation for Price Testing

This chapter will present the fundamental principles when setting your price so that when you test your price, you'll be acting from a strong base of pricing fundamentals.

The 4 Pricing Principles

Principle #1: Costs Don't Determine Price

I know that when I first started, I wondered if "price" came from some calculation based on my costs to build the product. This makes sense logically, but it turns out to be **completely wrong**.

Costs have nothing to do with price.

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1 CUSTOMER _____

2 PROBLEM _____

3 Anchors	Low	High

4 CROSS OUT THE _____ COLUMN

5 CIRCLE 2 MOST COMPARABLE

6 PICK A PRICE BETWEEN THEM: _____

7 DOUBLE #6: _____

8 DOUBLE #7: _____

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Grab your Science of Pricing worksheet