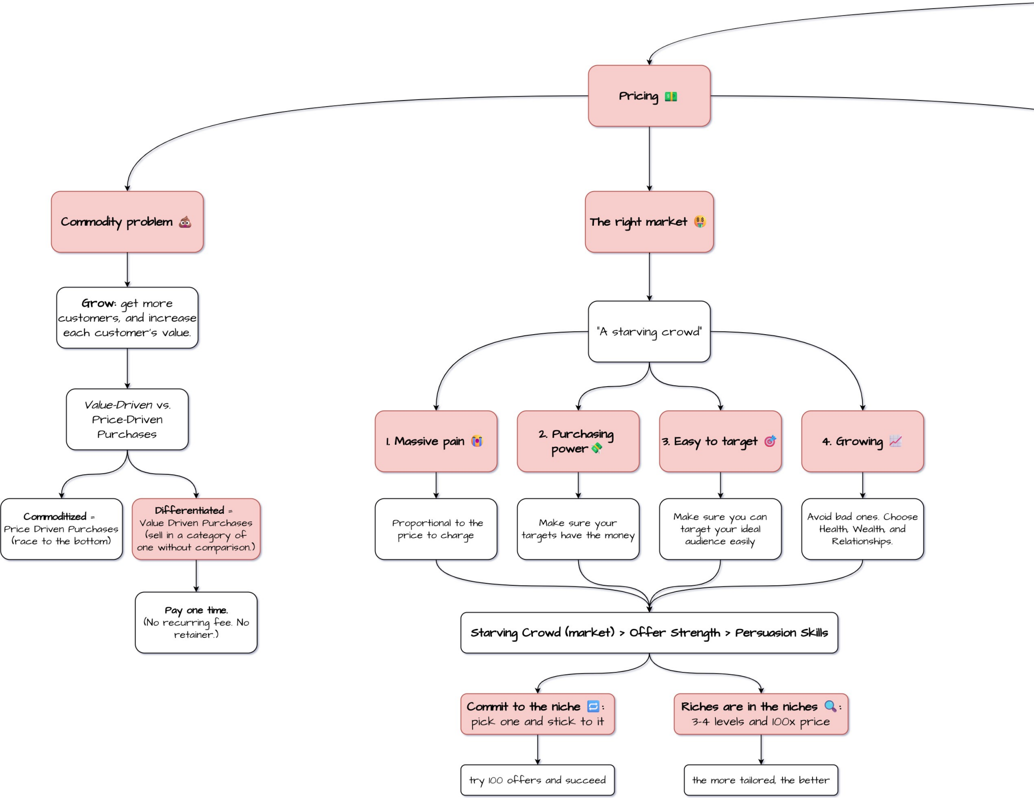


Pricing 💵

Commodity problem 💩

Grow: get more customers, and increase each customer's value.

Value-Driven vs. Price-Driven Purchases

Commoditized = Price Driven Purchases (race to the bottom)

Differentiated = Value Driven Purchases (sell in a category of one without comparison.)

Pay one time. (No recurring fee. No retainer.)

The right market 🤑

"A starving crowd"

1. Massive pain 😭

2. Purchasing power 💸

3. Easy to target 🎯

4. Growing 📈

Proportional to the price to charge

Make sure your targets have the money

Make sure you can target your ideal audience easily

Avoid bad ones. Choose Health, Wealth, and Relationships.

Starving Crowd (market) > Offer Strength > Persuasion Skills

Commit to the niche 🔁: pick one and stick to it

try 100 offers and succeed

Riches are in the niches 🔍: 3-4 levels and 100x price

the more tailored, the better

$100M OFFERS

Charge what it's worth 💰

Price to value discrepancy ⚖️

"Price is what you pay. Value is what you get."

you can only go down to $0, but you can go infinitely high in the other direction.

Clients still got a deal. The gap between what they paid (price) and what they got (value) was massive.

Why you should charge so much it hurts 🤯

People are **not competing**, they just copy and offer: *"more for less"*

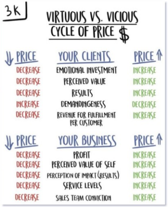
secret: competitors are dead broke. So why on earth copy them?

Avoid market efficiency pricing (aka just staying above water)

Virtuous cycle of price 💲

you *need* to charge a premium if you want to best serve your customers.

Higher Price Means Higher Value (Literally)



3K

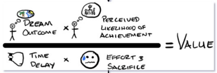
VIRTUOUS VS. VICIOUS CYCLE OF PRICE $

⇓ PRICE	YOUR CLIENTS	PRICE ⇑
DECREASE	EMOTIONAL INVESTMENT	INCREASE
DECREASE	PERCEIVED VALUE	INCREASE
DECREASE	RESULTS	INCREASE
INCREASE	DEMANDINGENESS	DECREASE
DECREASE	REVENUE FOR FULFILLMENT PER CUSTOMER	INCREASE

⇓ PRICE	YOUR BUSINESS	PRICE ⇑
DECREASE	PROFIT	INCREASE
DECREASE	PERCEIVED VALUE OF SELF	INCREASE
DECREASE	PERCEPTION OF IMPACT (RESULTS)	INCREASE
DECREASE	SERVICE LEVELS	INCREASE
DECREASE	SALES TEAM CONVICTION	INCREASE

Value 💎

The value equation 🤓



Get the bottom to ZERO ♾️

Everything immediate and effortless to win → anything/zero = infinite value

Perception is reality ⚪

the prospect must *perceive* the value

logical solution vs *psychological* solution

Putting it all together 😎

↑**Dream outcome:** channel the present desire and deliver it with our vehicle. Use external validation aka ↑status.

×

↑**Perceived likelihood of achievement:** aka certainty. Use messaging, proof, what we include/exclude and our guarantees.

↓**Time delay:** short term experience (momentum). Big emotional *fast* wins at the beginning. Fast beats Free.

×

↓**Effort and sacrifice:** the actual cost that people will have to pay. Ideally they want it to be effortless.

The thought process 🤔

"If at first you don't succeed, try, try, try again"

Convergent & divergent thinking 🧠

convergent = only one solution (maths problems)

divergent = many right answers to problem

"The brick exercise" 🧱

find out customer's desire → devise ways to create value with my "brick."

multiple
solve a

The grand slam offer 🔝

Problems and solutions 💡

1. Identify dream outcome 🤩

Them arriving at *their destination* and what they would like to *experience*.

2. List problems ❌

Extremely *detailed* problems. The *"next" thing* they need help with.

Our sequence of tasks → list all reasons they won't (keep) do(ing) them → use the 4 value drivers.

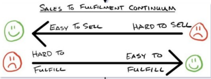
3. List solutions ✅

1st: transform problems into solutions → think what to show to people.

2nd: name these solutions → reverse the question and use the "how to".

It's extremely important to solve every problem

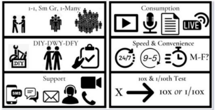
Trim and stack 📦



"Create flow. Monetize flow. Then add friction."

4. Create your solutions delivery vehicles ("The how") 🎁

What to *deliver*. Think of everything we could do to solve all the problems.



5. Trim and stack ✂️

Of the gigantic list of solutions keep only the ↓cost-↑value and ↑cost-↑value.

Use the value equation as a guide.

Stack all the ↑value solutions for each problem and use a "sexy name" for the bundle.

Scarcity 💍

"When demand increases, cut the supply." → maximises profit and keeps the desire

3 types of Scarcity:
- limited supply of seats/slots
- limited supply of bonuses
- not available again

Physical products 🛍️:

Sell out once a month, every single month.

Tell everyone you sold out.

Services 🕵️:

1. Total business cap - Only accepting X clients

2. Growth rate cap - Only accepting X new clients *per week (on going)*

3. Cohort cap - Only accepting X clients *per class or cohort* (i.e. quarterly)

The easiest scarcity strategy is **honesty**. And let people know it.

Urgency ⏳

Urgency is a function of time.

1. Cohort-based rolling urgency 👥

If you sign up today → start on Monday → otherwise wait

2. Rolling seasonal urgency 🌞

"Our Promo ends (date)!" → so on with every month... especially good for local businesses.

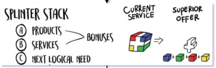
3. Pricing or bonus based urgency 💸

If you buy today you'll get a discount or a bonus. Advertise the price raising.

4. Exploding opportunity 💥

ticking time clock... time is flies and they are missing out. Buy now before it's too late.

Bonuses ⭐



Selling one-on-one: ask for the sale first. objection? → present a bonus solution and ask again (*fair enough?*).

Bonus bullets !!
1. Always offer them
2. Special name (benefit)
3. Issue relation, definition, discovery/creation, improvements
4. Provide some proof
5. Visualize their lives with the bonus
6. Ascribe a justified price tag
7. Tools & checklists > more training
8. Address a limiting belief →solution
9. Solution to their next problem
10. Bonuses value >= core offer
11. Bonuses with scarcity - urgency

Advanced level of bonuses 🌟

get other businesses' services and products as bonuses in exchange for exposure to your clients for free.

to become a jedi: negotiate a group discount and a commission to yourself.

Enhancing ✨

Guarantees 🤝

1. Unconditional
2. Conditional
3. Anti-guarantee
4. Implied guarantee

Stacking guarantees

Unconditional 😁

No questions asked refund guarantee → very risky and unoriginal

Satisfaction-based refund guarantee → use with best-case/worst-case close. Only in low-ticket situations.

Implied guarantees → based on performance, revshare, profit-share, ratchets and bonuses/triggers. Best desirable setup as eliminates low performers

Conditional 🫣

"If you don't achieve X, in Y time, we will [insert offer] . . ."

Outsized refund guarantee → if you fail I'll pay you $X,XXX. Only ↑margins, ↑steps and ↓failure

Credit based guarantee → give back what they paid but as a credit toward other services.

Hotel + Airfare Perks Guarantee → Reimburse product and hotel+airfare. Original and for in-person.

Delayed 2nd payment guarantee → bill them again only after they get their 1st outcome. Good one.

Service guarantee → keep working for free until the achievement. Condition on them doing key actions linked with success

Modified service guarantee → keep working for free for Y-long period, usually twice the duration.

Personal service guarantee → one-on-one, free of charge, until achievement. Use with many conditions though.

First outcome guarantee → pay for their ancillary costs until their 1st outcome. Goal focused.

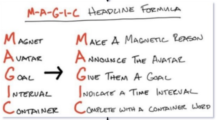
Wage-payment guarantee → tax return/1960. Original and nobody will ask for it anyway.

Release of service guarantee → cancel free of charge (even if there's no cancellation fee).

Anti-guarantee "All sales are final" → implies that the client is going to "steal it" and benefit thereby exposing the business to vulnerability. Use for things that *"once seen cannot be unseen."*

Create Your Own Winning Guarantee

Naming ✍️



M-A-G-I-C Headline Formula

Magnet	Make A Magnetic Reason
Avatar	Announce The Avatar
Goal →	Give Them A Goal
Interval	Indicate A Time Interval
Container	Complete with a Container Word

Not all mandatory, use 3-5.
The shorter and punchier the better.
Balance brevity and specificity.

Use **Rhyme** or **Alliteration** (every word starting with the same letter) to further enhance the names

When offers fatigue 🥵

1. Change the creative (the images and pictures in your ads)
2. Change the body copy in your ads
3. Change the headline - the 'wrapper' of your offer
4. Free 6 Week Lean Challenge to Free 6 Week Tone Challenge
5. Holiday Hangover to New Year New You
6. Change the duration of your offer
7. Change the enhancer of your offer (your free/discount component)
8. Change the monetization structure, the series of offers you give prospects, and the price points associated with them

Complexity