

# THE TRUTH ABOUT PRICING

(it's not about the kie)



The way you get to the price is much more important than the price itself.  
Use this page to build your lead in, then use page two for pricing.

**1) The Scent** What gets people to stop and say, "oooh" and want more?

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**2) Free Sample** Now you have their interest, what do they get?

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**3) Perceived Ownership** The brain claims ownership very quickly

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**4) Today Only** Fear of missing out (FOMO) is real...we call it "scarcity"

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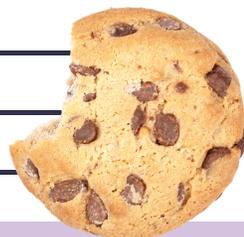
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**5) Buy 3 Get 1 Free** If it sounds good, it is more convincing (framing)

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PODCAST FREEBIE

Now that your lead in is done, it's time to stack your pricing! Use this three product approach to incorporate ANCHORING and RELATIVITY.

**1) Best Offer** What you really want to sell. Best value for clients, profitable for you. Describe and list its features/benefits here:

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**2) The Decoy** Build a more expensive product with an obviously worse value. Its sole purpose is to showcase the best offer; create it from the features above.

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**3) High Anchor** The most expensive item, with different features than the first two. Something you would love to sell, but most will not get (think 80/20)

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**Top Two Approaches:** Test to see which is best for you. And limit the details... don't make any of the wording mistakes from Episode 2!

- 1) High Anchor
- 2) Best Offer
- 3) Decoy

**OR**

- 1) Decoy
- 2) Best Offer
- 3) High Anchor

## WANT ME TO REVIEW IT FOR YOU?

Let me make sure your pricing is as brain friendly as possible! Get a

**Product Sales Sheet Audit**

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Want more help? Book a FREE 15-minute consult to discuss how I can best help you.