

DAY - 6 WORKBOOK

# SET PRICES AND BUILD OFFERS



BY FOUNDERLEY

# Set Pricing & Build Your Offer

## ***Goal:***

Create an irresistible offer with the right price, value stack, and urgency that makes people feel like saying:

"I'd be stupid not to buy this!"

## **"The Psychology of Pricing: Turning Numbers into Value"**

Price isn't just a number—it's a psychological signal. It tells your customers what your product is worth before they even experience it. A price that's too low can scream "cheap or low quality," while something too high might scare off your ideal buyer.

The trick is to anchor your value—start with a higher reference price (say, ₹1499), and then offer a deal (₹499) so people feel they're getting more than they're paying for. It also builds urgency and excitement. The right price sits at the sweet spot of what it's worth to your customer, what competitors charge, and how urgently your solution solves their pain. And never forget your audience's financial comfort zone—if you're targeting students vs business owners, your pricing logic should adapt accordingly. Price smart, and your product sells itself.

## **What Does a Great Offer Look Like?**

A good price alone doesn't sell.

You need to build an offer — something that solves a clear problem, delivers value fast, and feels like a no-brainer.

Think of pricing as a bridge between your MVP and your customer's wallet. If the bridge is too shaky (confusing offer), or too expensive (without justification), people won't cross it.

# 4 Elements of a Killer Offer:

## ***Price Anchoring***

Show the real value vs. what you're charging.

→ “Worth ₹1499, yours for ₹499”

This makes your price look like a steal.

## ***Bonus Stack***

Sweeten the deal with extras that make the offer more complete:

Templates

PDFs / Workbooks

Private 1:1 Consult

Access to a Community

Bonus Module

They may not buy for the main product, but they'll buy for the bonus.

## ***Tiered Pricing (Optional)***

Give 2–3 price levels to allow choices:

Basic: ₹299

Pro: ₹999

Premium: ₹1999

(Psychologically, the middle one sells best.)

## ***Urgency & Clarity***

Answer these:

Why should they buy now?

What pain does this solve?

What's the instant benefit?



## *Examples of Good Offers*

🌟 *“Get our Startup Builder Toolkit (worth ₹1999) with 15+ templates, business checklist, and a 1:1 strategy call — all for just ₹499 for the first 50 buyers!”*

🌟 *“Learn how to grow from 0 to ₹1L/month on Instagram in 10 days. Includes daily guides, templates & a bonus community access — for only ₹999 instead of ₹2999.”*

# WORK SHEET

## Craft Your Offer

Prompt	Your Input
What is your product?	
What pain does it solve?	
What's the transformation/result?	
What is the price anchor? (e.g. ₹1499)	
What is the final price? (e.g. ₹499)	
What bonuses can you add?	
Do you want tiered pricing? List tiers.	
What makes this offer urgent?	

***Final 1-sentence offer (e.g. “Get XYZ course worth ₹1499 + 3 bonuses at just ₹499, only for 3 days!”)***

## **Day 6 Output:**

*Fill this:*

*My Offer:*

*"[your product] + [bonuses] at [final price]  
(worth ₹\_\_), available till [urgency]"*

# Final Thoughts

Never price your product based on how you feel — price it based on the transformation it creates. The more urgent and clear your offer is, the faster people will buy.

People don't buy products. They buy solutions. So make your offer about them, not just your product.

**Ready for Day 7? 😎**