



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **Know Your Product: Pricing**

# Know Your Product

## The Marketing Elements

1. The Primary Promise (PP)
2. Unique Mechanism (UM)
3. Bonuses
4. Risk Reversal
5. Delivery Method
6. Proofs
7. Features
8. Benefits
9. Price/Offer Terms
10. Product Name

# Know Your Product

## The Marketing Elements

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9. **Price/Offer Terms**
10. Product Name

Let Your Competitors Guide  
You On Price...

**Not Your Gut!**

# Define Your Offer Terms

1. Pay Upfront (Hard offer)
2. Pay Later (Soft Offer)
3. Equal payments
4. Pay a little now and the balance later
5. Nothing is final!

# Pricing Considerations

1. Start higher than you think
2. We're delivering value not savings
3. Quality = Expensive (Cognitive Bias)
4. Let your competitors guide you
5. Nothing is final!

# **STOP HERE**

Decide On The Price and Offer  
Terms For Your Product

# Next Up...

## Know Your Product: *Naming Your Product*



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