

THE
Ultimate

PRODUCT
PRICING
GUIDE

HOW TO PRICE YOUR PRODUCTS &
SERVICES SO THAT PEOPLE CAN EASILY SAY
"YES!" TO YOU

You're About to Learn How to Price Any Offer You'll Ever Make

Click below to jump to a specific section or read this entire guide and discover your full Message to Money Pathway.

Your First Offer

\$500 or less*

Your Second Offer

\$95 - \$2,000*

Your Third Offer

\$995-\$2,000*

Your Fourth Offer

\$4,995 - \$20,000*

Your Fifth Offer

\$19,995 - \$100,000*

If you're working on your first offer, start here!

* Recommended Pricepoints

By the end of this guide, you'll know exactly how to price the 5 offers that form the basis of a 7 or 8-figure business.

Let's Get Started...

Back in 2010 I was charging \$15 an hour for my time



I couldn't even fathom charging more than that... let alone the \$15K that entrepreneurs now invest to spend a single day with me.

Back then I thought, "There's no way people will pay that much for my time!"

But clearly (and thankfully), I was wrong :-)

Whether you charge by the hour, by monthly retainer or sell products, programs or services to leverage your time, there are no hard rules when it comes to pricing.

Why? Because pricing is not based on what you think you're worth. It's based on the value that you can provide your customers – in other words, what *they* think you're worth.

It's really easy to psych yourself out and think you need more experience, training or credentials before you can charge more money...

But the truth is that people are paying for the results you help them get. And while that passes through you, it's not actually about you.

So again, the price you charge for your time, products, programs or services is NOT about what you think you're worth.

It's not about your sense of self-worth.

And it's NOT about your fears, doubts or insecurities...

The price you charge is about the results you can provide and the experience you create for your customers



Today, I feel 100% confident charging \$15K for a VIP Day because I know – with every cell in my body – that what I provide in a single day can help my clients shave years off their business-building journey.

There's no doubt in my mind that my time is worth that.

But I didn't get there overnight...

I had to let go of my own perceived shortcomings, fears, doubts and insecurities...

I had to get out of my own way to start charging what I was worth.

And I want that for you too!

The faster you take your sense of self-worth out of the equation, the faster you'll be able to charge premium prices. Because remember: pricing isn't about you, it's about your customers and their perception of the value you create in their lives.

And when you lead with value, the sky is truly the limit for pricing.

Now, even though there are no rules for pricing, there are some general guidelines which I'll be sharing in this Ultimate Product Pricing Guide.

And make sure you read to the end because I've included an action-packed worksheet to help you start charging premium prices TODAY!

**“Knowing where
you’re going is all
you need to get
there.”**

– Frederick Carl Frieeseke



Your Message to Money Pathway

Before we dive into the nitty-gritty details on how to price your offers, it’s important to understand price progression and how each of your offers dovetail with each other.

Now, let me just say right up front...

What I’m about to share is my full-fledged Message to Money Pathway to create a 6, 7 or even 8-figure business...

So if you’re brand new to business and just looking to price your first offer, this might feel a bit daunting...

But don’t worry!

All it takes (especially at first) is one product – one offer – done really well to **get that momentum going.**

And I will specify exactly which offer to start with when we get there.

So while I’m sharing the complete overview of how your offers can *eventually* fit together on your own Message to Money Pathway, the truth is that most new entrepreneurs have limited time and resources when they are just starting out.

So if you’re brand new to business, just sit back, relax and imagine what your Message to Money Pathway will *eventually* look like.

Think of your relationship with your customers like dating.



When a potential customer hears about you online, on a podcast or at a live event, it's like two strangers bumping into each other for the first time.

This is your first impression... your “Hi, how are you?” moment.

But would you ask someone you've just met to marry you? No, of course not!

And yet so many business owners do just that – they connect with a prospect and the very next thing they try to do is sell them their **highest-ticket product, program or service.**

Just like asking a stranger to marry you, you absolutely can make a high-ticket offer to a prospect you've only just met... but your probability of getting a “Yes” is virtually zero unless you have a lot of credibility and some serious sales chops.

Instead, you want to guide your prospects through what I call your **Message to Money Pathway...**

... where you start out by making a low-ticket offer that someone who doesn't know you very well can more easily say "Yes" to (*wanna go for coffee?*).

Then, as the two of you get to know one another better, you graduate to a higher-ticket offer (*wanna go for dinner?*), and then another one after that (*wanna meet the parents?*)... and each offer has a progressively higher price point.

Once you've taken the time to nurture the relationship and build trust along the way, you can eventually pop the BIG question:

How'd you like to get married, A.K.A. invest \$5K, \$10K or even \$50K with me? :-)

Instead of focusing on just getting that initial sale (like 99.9% of business owners do), focus on your entire Message to Money Pathway.

This is the secret to creating an incredibly lucrative, sustainable and fulfilling business in which customers are willing to invest tens of thousands of dollars for your time.

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NOTE: I'll be sharing different price points with you in this guide. But also keep in mind that these suggestions are completely flexible. Use them as a general "rule of thumb" but feel free to charge more or less if it *feels* right. Because the truth is that you can only charge what you feel comfortable charging and if a price isn't comfortable for you, you're not likely to get it. That's why it's common to offer discounted "beta" pricing the first time you make a new offer.

Your First Offer Let's Get Coffee!



Let's continue on with the romantic metaphor of our Message to Money Pathway (which we'll use a lot throughout this training). Let's start with the first step...

When you first connect with a "cold" prospect, someone who doesn't know you from Adam, don't freak them out by trying to sell too much too quickly.

Instead, start small: make them a relatively low-priced, low-commitment offer – something that won't take up a lot of their time or money and that they can easily say "Yes" to. This is the equivalent of saying to your prospect, "Hey, nice to meet you! Wanna grab coffee?" If your "coffee date" goes well, they'll be much more likely to go to the next level with you.

The price of the first offer (and subsequent offers) you make will depend on your stage of business growth. But in general, you want to offer something that's priced below \$500 here.

Also, keep in mind that price points vary by industry. They are generally...

- Lower in the personal development, health and wellness space
- Higher in business, career and finance
- Love and relationship offers can swing the gamut



\$97

Personal
Development &
Health



\$247

Love &
Relationships



\$497

Business,
Career &
Finance

Your First Offer

Let's Get Coffee!



So again, the most effective way to begin romancing your prospect is to offer them a product, program or service that's below \$500 – or even below \$50.

Here are a few examples of products, programs or services that you can offer people who are brand new to your business and brand:

- \$27 video & PDF training
- \$47 package of done-for-you templates
- \$97 50-minute phone consultation with you
- \$197 entry-level online program
- \$497 set of 3 coaching sessions



Whatever your first offer is, the idea is that it's low-priced and relatively quick and easy for your customer to consume and apply to their business or life.



Your Second Offer Can I Take You to Dinner?

The second offer on your Customer Journey is usually in the \$95–\$2,000 price range.

Just like a dinner date is more intimate, expensive and time-consuming than a coffee date, your second offer is a bigger “ask” than your first offer.

So if your first offer is a video & PDF training for \$27, your second offer may be access to an experience product or a private coaching session with you for \$97.

If your first offer is an entry-level online program for \$197, your second offer might be for a different, more robust program for \$997.

Are you starting to see how price progression works?

When you price the second offer on your Message to Money Pathway, there’s another important thing to consider...

The more access someone has to you, the more you can charge.

If you’re offering a 1:1 product, program or service – meaning you’re interacting with your customer in a private, one-on-one capacity – you can charge more than you would for a 1:Few or 1:Many offer because your customers are getting direct access to YOU.

So what are 1:Few and 1:Many offers? Let’s find out...

Your Second Offer

Can I Take You to Dinner?



A 1:Few offer is any product, program or service where a small group of customers get access to you and your content. A group coaching program is a perfect example. There's usually a cap to the number of customers you can serve at one time – whether that cap is 6, 10, 20, 50, 100 or even 200.

A 1:Many offer, on the other hand, is a truly scalable product, program or service that hundreds or thousands (or even hundreds of thousands) of customers can consume at the same time, with no cap on the number of people. Examples of a 1:Many offer would be a book or a fully-automated online training program.

So when you're pricing your offers, keep in mind that 1:1 products are almost always more expensive than 1:Few, and 1:Few products are almost always more expensive than 1:Many.

The more access your customers have to you directly, the more you can charge. Because of this, your second offer is a good place to put a 1:Few or 1:Many product, program or service – one that will expand the experience of the first offer they've already invested in while still being affordable.

Examples of good second offers include:

- **\$1,997** small group coaching program
- **\$997** more advanced or in-depth online program
- **\$1,497** ticket to a hands-on live workshop or virtual retreat

If you really want to maximize your Message to Money Pathway, your second offer is a great place to introduce an “upsell.” For example, if your customer invests in a group program, perhaps you offer private coaching as an upsell. If they buy a home study program, perhaps you offer group coaching as an upsell.

Again, all you need is one good offer to get started, but if you're ready to really step up your game, keep reading ;-)



Upsells Guac is Extra!

Before we go any further, we need to talk about “upsells” and how they fit into your Message to Money Pathway.

Simply put, an upsell is an optional add-on to an existing offer. It’s the guacamole you pay a little extra for at Chipotle to make the burrito you were already going to buy *that much better*.

Your upsell should NOT be something that has little or nothing to do with the offer that came before it.

Your upsell should feel like an organic progression of the offer it accompanies. You want to create an opportunity for the people who really LOVE your product, program or service to get even more value out of what they’ve already purchased and, in return, you ask for a little extra cash.

An upsell can range from less expensive than your main offer to 5x the price of your main offer.

Here’s an example...

Our flagship program, the Experience Product Masterclass (EPM) is a 12-week group coaching and training program that teaches you how to create and market what we call an “Experience Product” – a revolutionary new kind of product that’s easy to sell, delivers HUGE results for your customers and creates raving fans for life.

(We actually guarantee you’ll make at least \$2K from your new product during the 12-week program, or we’ll make up the difference!)

EPM sells for \$1,997. That also includes a series of group coaching sessions.



Upsells Guac is Extra!

When someone enrolls in this program, we make them another offer – a chance to upgrade to EPM Elite, where on top of the 12-week program they also get:

- 6 private implementation calls with our team of master coaches to help you nail your offer, your marketing strategy and your sales copy (\$3K value)
- An intimate 2-day workshop at my home in Los Angeles (you can attend in person or virtually) where my master coach and I will work closely with you to design an Experience Product that sells like hotcakes and that your customers love (\$7K value)
- A free 1-month subscription to Heroic Jalapeño, our done-for-you web and graphic design service where our branding experts will design your Experience Product graphics and web pages for you (\$495 value)

And here's something else...

If the person says “Yes, I want to upgrade to EPM Elite!” right there on the spot, we also throw in a super crazy awesome fast-action bonus: we foot the bill for their 3-night hotel stay in Los Angeles!

And the cost to upgrade to EPM Elite? An additional \$7,000 on top of what they just paid for EPM. So instead of making our upsell a completely different program, our upsell is very much an expansion of the original offer. And this is very important!

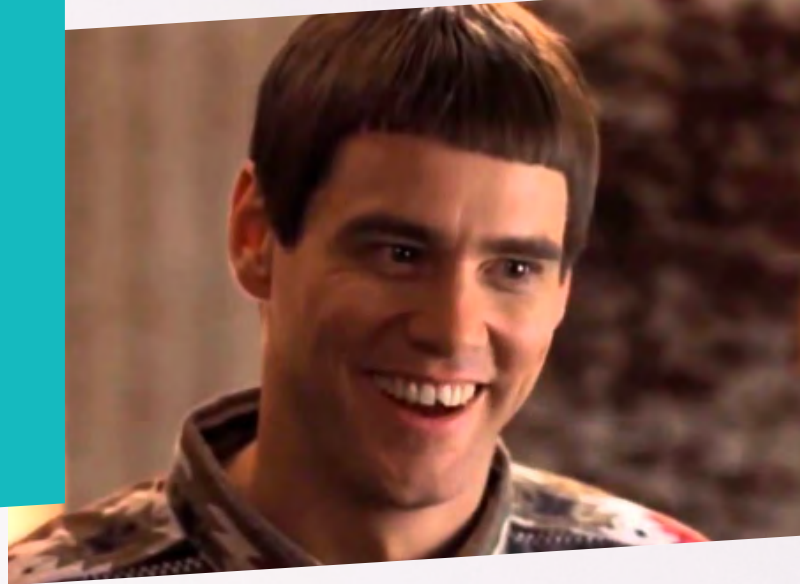
If you were at Chipotle and they offered you fuzzy socks for an extra \$1.49 when you ordered your burrito, you'd be super confused, right? That would be an example of an upsell that doesn't match the original offer and is going to get a “WTF?” type of response from customers. And that's NOT what we're going for...

We wanna hear “HELL YEAH!”

But what if they don't say “Yes” to your upsell? What if they don't say “Yes” to even your original offer? **This is where “downsells” come in handy...**

Downsells

So You're Telling Me There's a Chance?



Let's say you make an offer and it gets rejected. That sucks. But there IS a way to turn this thing around.

Most of the time when someone doesn't take you up on your offer it's not a hard, "Nope. *Never gonna happen.*"

It's more of an "I don't think I need this particular thing" or "This isn't a good time for me to buy this right now."

Basically it boils down to not offering them the right product at the right time.

So how do you know exactly *what to sell when* for your specific type of business?

This is the million-dollar question I answer in my *What to Sell When* mini-training that you can find out more about [right here](#).

But for now, consider working on a downsell – a smaller, less expensive offer you can make if someone says no to your larger, pricier offer.

It's a way for them to get in the game at a lower level of commitment... like being rejected for a dinner date and offering a group date instead!

So if it makes things easier, you can think about your second offer as either a downsell on your third offer or as a way to ramp people up into your third offer...

love you
so much



Your Third Offer Wanna Meet My Parents?

LISTEN UP NEWBIES!
This one's for you...



If you're brand new to business and trying to decide how to price your very first offer, I **recommend you start here.**

You might be asking, "Why Marisa? Didn't you say that if you asked a stranger to marry you, the probability of them saying 'Yes' is virtually zero?"

Here's the thing...

It often makes sense to start your business with *just one offer.*

Why?

Because, for most people, trying to create your entire 5-Offer Message to Money Pathway from scratch is just too overwhelming...

And if you're just starting out and only have one low-ticket offer, it's going to take a TON of leads (and ultimately sales) to turn a real profit and support the rest of your business goals.

If you start with a super high-ticket item (*will you marry me?*), you narrow your "dating" pool to only those people willing and able to pay super high-ticket prices.

Fourth and fifth offers require a depth of expertise and sales skills that most entrepreneurs simply don't have when they're just starting out.

Your Third Offer

Wanna Meet My Parents?



But your third offer is the sweet spot.

It's the porridge that's not too hot, not too cold, but juuuuust right.

So if you're brand new to business and want to focus on one offer at a time, I recommend you start with a mid-to-high-tier offer in the \$995 to \$2,000... and maybe even up to \$5,000.

This price range will allow you to make solid money with just a few clients, so you don't need a big list or a lot of traffic to get started.

If you're at the beginning stages of building your business, keep in mind that having just ONE offer is a huge accomplishment!

You have to walk before you can run, right?

Once you've dialed in your first offer, you can then continue to build out the other offers, upsells and downsells on your Message to Money Pathway.



REMEMBER: These price points are only suggestions and they're completely flexible. Use them as a general "rule of thumb" but feel free to charge more or less if it feels right.

Now if you're more advanced and following the Message to Money Pathway thus far...

Your Third Offer Wanna Meet My Parents?

You know that the third offer is usually not an upsell on the second offer. It's a "next step" offer. Just like dinner is a next logical step after "coffee" (your first offer), meeting someone's parents is a logical next step after "dating" for a while (through your second offers). So a "next step" offer is the next logical step in the Message to Money Pathway after a customer completes a previous step. That said, sometimes customers drop right into your second, third, fourth and fifth offers without going through the previous offer (or any previous offers) and that's OK.

Here's what you need to be thinking about when you craft and price your third offer...

What's the new, bigger problem someone has now that they've consumed your product, program or service and gotten a result?

How can people have more direct access to you and the unique value that only you can provide?

You'll probably want your third offer to be a 1:Few offer with more access and a bigger promise than your second offer or create a 1:1 offer. So if your second offer is in the \$495-\$2,000 range, your third offer is usually in the \$1,995 to \$5,000 range.

And remember you can charge more for a 1:1 offer than a 1:Few offer, and more for a 1:Few offer than a 1:Many offer.

Some examples of good third offers are:

- **\$1,997** 30-day private coaching program
- **\$2,997** intimate 90-day group coaching program
- **\$4,997** done-with-you service (where someone on your team works with your customer to create a desired result such as guiding them through how to write a sales page or designing a great website)



Your Fourth Offer Will You Marry Me?

Today's the big day! Ring the bells, bake the cake and decorate the getaway car...

Because now that you've taken your customer through a carefully-crafted Message to Money Pathway, gradually increasing the value you provide and the level of commitment required of them, it's finally time to pop the question.

And your customers are so *much more likely* to say "Yes!" to this big ask than when they first connected with you, because now they've gotten to know you, they trust you, they've spent more and more money with you and you've consistently delivered.

THIS is the sweet spot where you want to introduce your "back-end offer." This is a high-ticket offer that people usually don't see until they're already an existing customer.

Examples of good fourth offers are the same as your third offer, but at a higher price point:

- **\$9,997** exclusive mastermind for a small group of people
- **\$4,997** one-on-one VIP day with you
- **\$7,500** done-for-you service (where you or someone on your team creates a result for a customer such as writing a sales page or designing a website *for them*)

Your fourth offer is usually in the \$4,995 to \$20,000 range and this is where you start to really bring in the bucks!

Your Fifth Offer Let's Renew Our Vows!



Having a fifth offer isn't for everyone... just like renewing your vows isn't a high-priority for most couples!

I usually recommend holding off on building the fifth offer in your Message to Money Pathway until you've been in business for at least 3-5 years OR you've reached \$250K or more in annual income.

So if you're there already and you want to create an offer that solidifies and re-affirms your "marriage" with your customers... keep reading!

Your fifth offer should be an ultra-premium offer, specifically designed for a small percentage of your customers. And I recommend you price this offer in the \$19,995 to \$100,000 range.

For example, our Mastery program was the fifth and final offer on our Message to Money Pathway... and it was our last offer for a reason!

It's targeted at our most successful students who are already making at least \$250K in their business. The last time I offered this program it was a \$28K a year investment and the program was limited to 20 students.

Some examples of good fifth offers are:

- **\$20,000** yearlong mastermind or group coaching program
- **\$30,000** yearlong private coaching program
- **\$50,000** premium done-for-you service (such as ghostwriting a book, branding or marketing funnel design)



Price Points 101

At this point you may be asking, “Marisa... what’s up with all the 5’s, 7’s and 9’s I keep seeing in all of these pricing examples?”

In general, for offers under \$20K, you’ll usually see prices that end in a 5, 7 or 9.

The reason is this: certain price thresholds are *psychologically harder* for people to say “Yes” to even though they’re only a few dollars more than others.

To most consumers, \$100 feels like a LOT more than \$95, \$97 or \$99 dollars. It’s a small difference, but price testing has proven time and time again that people are more likely to say “Yes” to \$97 versus \$100, for example.

So consider pricing your offers right below that \$100 threshold.

You won’t miss the \$5, \$3 or \$1 you would have gotten by rounding up...

And chances are you will get more sales overall, which makes this tactic totally worth it (there’s really nothing to lose).

One last thing to consider...



The next big price threshold after \$100 is \$200. Then:



What this means is that some of the in-between prices such as \$397, \$897 and \$4K don't make that much difference to your audience. **In other words...**

If the value is there and they're willing to invest \$397, they'd probably also be willing to invest \$497... so just choose \$497 as your price point!

If they're willing to invest \$897, they'd probably also be willing to invest \$997 too. And if they're willing to invest \$4K, they'd also probably be willing to invest \$5K.

A lot of times people choose one of the in-between price points because they're scared to go higher. For example, they choose \$397 because they're scared to ask for \$497... but the truth is that the difference between \$397 and \$497 won't impact your sales much – if at all – as long as the value is there, go with \$497 and it will increase your profits!

One Last Thing to Consider...

For most types of businesses, I generally recommend choosing the following price points...



If you're in a highly spiritual niche... you may choose to offer what I call "spiritual pricing."

Think about using master numbers (11, 22 and 33) in your price points.

These are numbers that are generally considered to have a high level of spiritual significance. So for example, your price points might be: \$111, \$2,222 or \$33,333. You get the picture :-)

Or simply repeating a number amplifies the meaning of that number just as \$777 or \$888.

For big daddy prices...

Now, once you get into higher price points – over \$20K – it can start to look cheesy to go with a price ending in 5, 7 or 9.

Once you hit those ultra-premium price points, one option is to price your product, program or service at \$1-2K below the price threshold.

Instead of \$30K, you can do \$28K. And instead of \$50K, you can do \$45K.

Or – even better – you can use the \$1-2K lower price point as a full-pay or fast-action discount to incentivize someone to pay in full on the spot.

This said, if you say any price with confidence, back it up with value and practice your enrollment skills, you can often get what you ask for.



Don't Forget...

... that some customers will drop right into the middle of your Pathway – for example, they'll invest in your fourth or fifth offer without ever having seen your first three.

Others will take every step on your Message to Money Pathway before they ascend all the way to your high-ticket, premium (and ultra-premium) offers.

Remember, pricing is not based on what you think you're worth, it's based on the value you can provide your students, customers and clients.

It's not about you... it's not about your fears, doubts or insecurities.

It's about how much you can serve, the results you can provide and the experience you can create for your customers...

It's about how much your ideal customer thinks the solution you offer is worth.

The faster you can take your sense of self-worth out of the equation, the faster you'll be able to charge premium prices.

Oh, and don't forget to fill out the exercise at the end of this Guide so you can start making moves towards charging those top-dollar prices TODAY.

Worksheet

Your mission – should you choose to accept it – is to add prices to one or more of the 5 offers contained within your Message to Money Pathway.

Remember, it only takes one successful offer to revolutionize your business (and your life) forever!

I encourage you to choose prices that feel like a stretch, but that still feel doable for you.

	Recommended Price Range	Recommended Offer Type	Your Offer Name	Your Offer Type	Your Price Point
Offer #1: Let's Get Coffee!	Under \$500	1:Many, 1:Few or 1:1			
Offer #2: Can I Take You to Dinner?	\$95 to \$2,000	1:Many, 1:Few or 1:1			
Offer #3: Wanna Meet My Parents? Start Here For Newbies!	\$995-\$5,000	1:Many, 1:Few or 1:1			
Offer #4: Will You Marry Me?	\$4,995 to \$20,000	1:Few or 1:1			
Offer #5: Let's Renew Our Vows!	\$19,995 to \$100,000	1:Few or 1:1			