

PRICE POINTS TASK

Hey peeps!

Once you have your big list, identify which of three different price points each fits into by using the worksheet below. Price points are prices at which demand for a given product is supposed to stay relatively high.

This does not translate to “low cost items sell more”. Premium products or services that are priced too low, are actually perceived as lower quality by consumers. So keep that in mind!

For now, you don’t need to put actual numbers on these price points, we’ll just start with “Entry Level”, “Standard” and “Premium”, or use \$/\$\$/\$\$\$\$. These points represent the pricing of your items within your brand and relating to your target market, not compared to other businesses or similar products on the market.

So for example, when I was selling jewellery, I had my “Standard” pieces ranging from \$20-\$40. My “Entry level” were very small items at \$5-\$15 each, and then I had my “Premium” products at around \$55+. My best sellers were necklaces priced at \$25, which actually had my highest profit margin of around \$20 each. If you are selling more premium products, your entry level might be \$50, or even \$750. It really just depends on what your products or services are, and this is why it’s important not to compare with anyone else at this stage or put numbers to the price points.

The important thing here is to have an overview of your products to see whether you are catering to differing levels of monetary commitment for first-time buyers.





PRODUCTS & SERVICES

PRICE POINTS

My Premium Products

My Standard Products

My Entry Level Products

