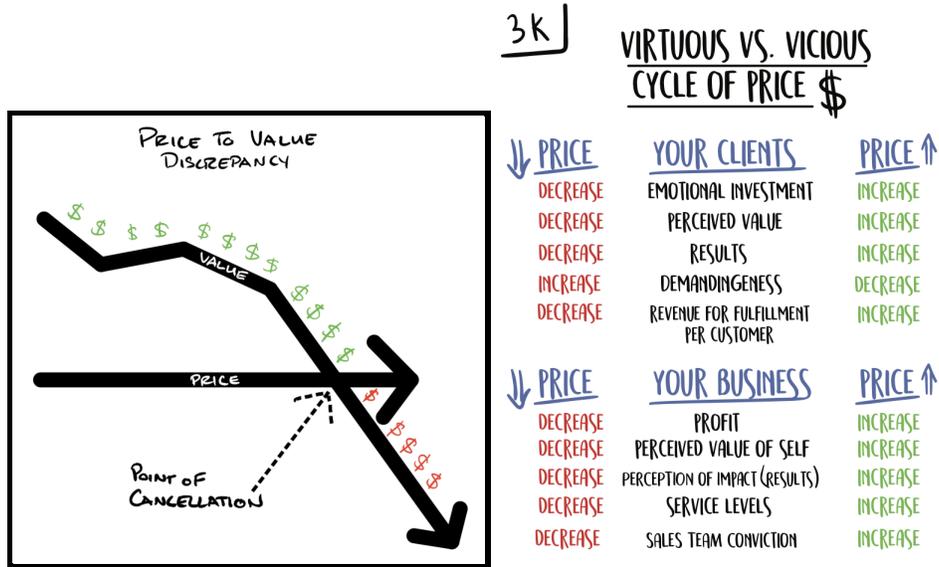


## Pick Your Pricing & Maximize Value



### III. Charge What It's Worth: New Price

- Be more expensive than everyone else (by enough that it causes consumer to pause)
- High Price = Higher Value (wine example)
- Higher prices get people better results (and are therefore ethical)



### IV. Maximize Value Using Value Equation

- Maximize Dream Outcome (solve problem worth solving)
- Maximize Perceived Likelihood of Success (testimonials & proven case studies)
- Minimize Time to Success (How can we make this faster? How can we show progress?)
- Minimize Effort & Sacrifice (How can we make this easier? More Seamless? Convenient?)