

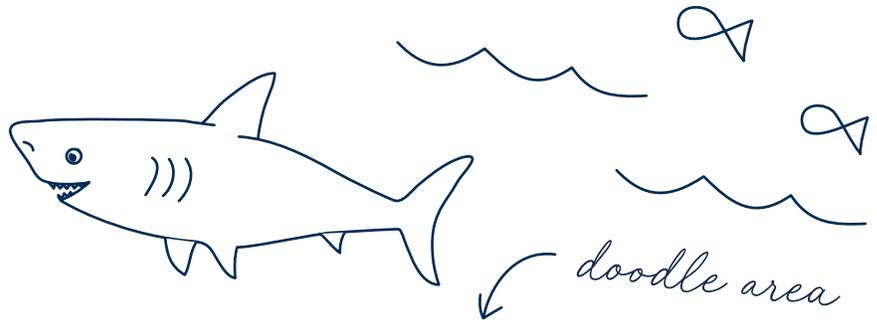
# My Way to 1K

WORKBOOK

# 1 Products

GET STARTED

# Products



## 1. What does Cristina sell?

- Dead stuff
- Clouds
- Bottles of air
- Loui Vuitton purses

True or False?

**You need a “Shark Tank” idea to get started.**

**False!** Shark Tank ideas kill entrepreneurs.

*Notes*

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What is something in your house that you could sell?

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Take a picture of that item as we will use it later today!

**True or False?** You need to be creative to sell something.

True    False

It's the **PROCESS** not the \_\_\_\_\_.

What are you going to kick in the teeth? \_\_\_\_\_

 *lightbulb  
thoughts*  


**KICK**  
**FEAR**  
**IN THE**  
**TEETH**

# Adding Value



If you want to increase \_\_\_\_\_ you need to increase your ability to pull people away from \_\_\_\_\_ and \_\_\_\_\_ their problem.

What is the tool Alison talks about that will help me go faster?

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What are three pain points you found about your product using the magic button?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**True or False?** It is too saturated to sell products online.  True  False

*There is enough room with enough room left over.*

Notes:

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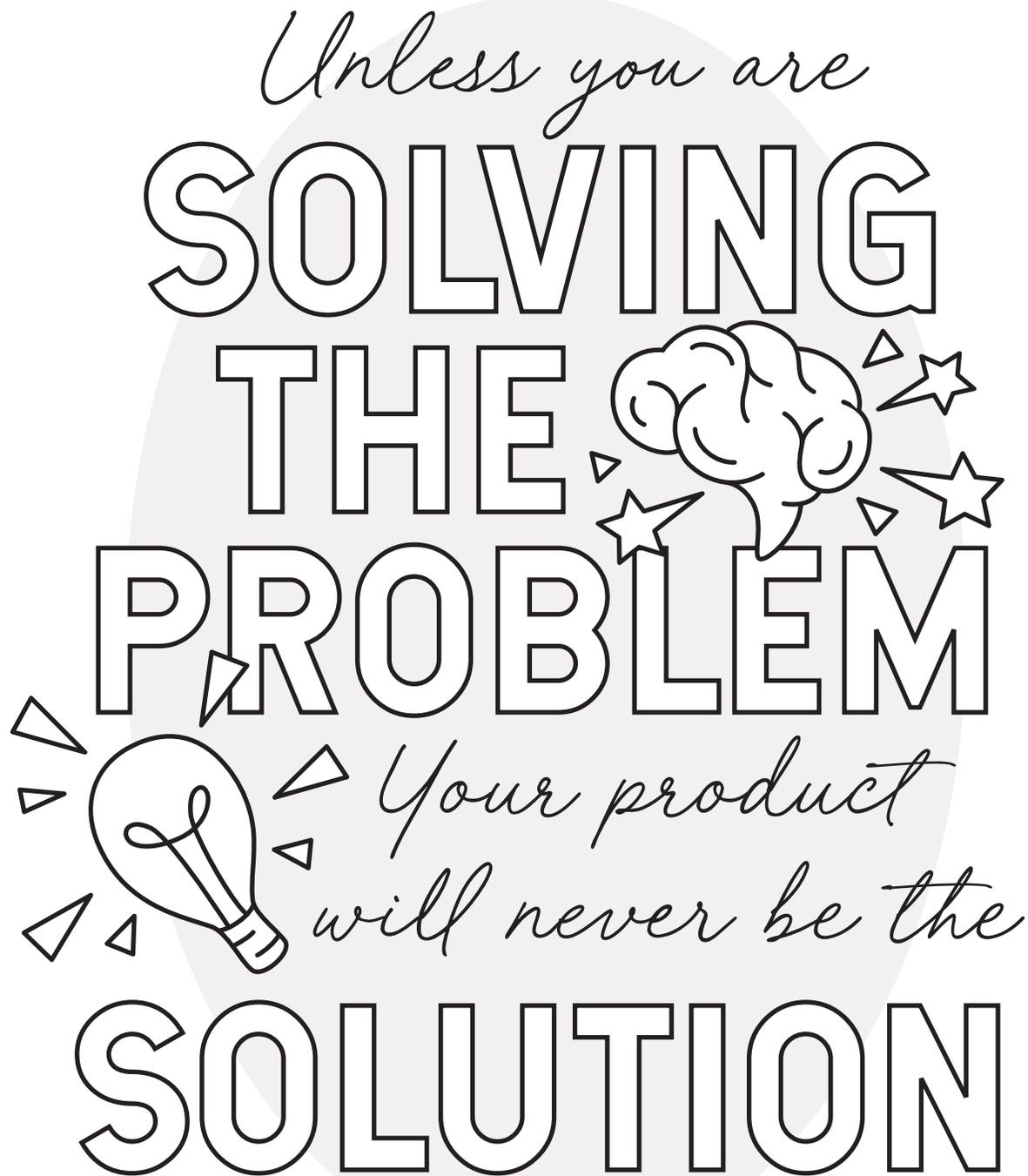
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*Unless you are*  
**SOLVING  
THE  
PROBLEM**  
*Your product  
will never be the*  
**SOLUTION**



**Hint: Use Chat AI** if you get stuck on how your product can solve a problem.

Type this prompt in the chat: "Give me 10 ways (your product) solves a problem."

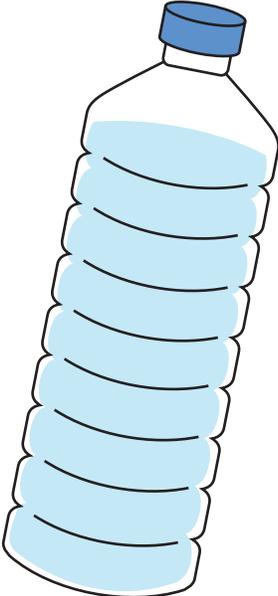
# Pricing

# Platforms Pricing

Ebay = \_\_\_\_\_

Etsy = \_\_\_\_\_

Amazon = \_\_\_\_\_



*Remember different buyers on each platform*

Costco: \$0.25

Airport: \$5.00

Las Vegas Hotel: \$20.00

**What are you going to price your product at?**

\_\_\_\_\_

*Notes:*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Pricing Psychology

## for Physical Products

Display the **MSRP** with a strikethrough line after the price

\$14.99 ~~\$20.00~~ (MSRP)

Reduce the **left digit** by one

Price	Conversion	
.99	3.06%	↑
1	1.88%	
1.99	5.20%	↑
2	2.39%	
2.99	3.44%	↑
3	2.11%	
3.99	3.21%	↑
4	2.39%	
4.99	4.67%	↑
5	3.84%	
5.99	1.56%	↑
6	1.42%	

Referenced words need to portray **something small**

Bigger Size \$9.99  
vs. Low Maintenance \$9.99

### Size Matters

Use a smaller font size to list your price



Use **% discounts** vs. a price difference

A sweater that costs \$50. A sales price of 20% off or \$10 off? It's the same amount off, but the 20% sounds like a better deal.

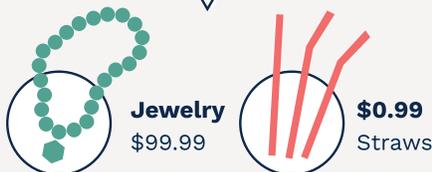
**This works with products under \$100. Products over \$100, flip it.**

A Remote control car for \$350. A sales price of 10% off or \$35 off. Same price off. The \$35 just sounds like a better deal.

### High vs. Low quality

Higher quality items show the product first.

Lower quality items show the price first.



### Mention Daily Cost

\$19.99 vs \$0.66 a day for a month



**BOGO!** Buy one Get one. Logic gets pushed aside and customers focus on making the purchase to get the free item.

Put a **higher number** next to the price



★ Check out the **BONUS** section to use the Profit Margin Calculator

# Where to Sell

# Where to Sell

**Where do I write out how my product leads my customers away from pain?**

- In the description
- On my shoe

**What will I do when I get an order?**

- Celebrate
- Throw a tantrum

**5 Places I can list my product:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Which place will I list my product for sale today?**

\_\_\_\_\_

**When will I list my product?**

Date: \_\_\_\_\_ Time: \_\_\_\_\_

# Shipping



# Collecting

# Collecting

**Have you set up your accounts correctly (on the marketplace you choose) so when you sell a product you can get paid?**

- Yes
- No

**Do you STOP and give up if something doesn't sell?**

- Yes
- No



**What do you do?**

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You can change the \_\_\_\_\_

**DON'T  
GIVE UP!**