How to Sell Your Products

WORKBOOK

0→100K®
SYSTEM

How to Sell Your Products

1: Pricing for Profit

Pricing can feel overwhelming—but it doesn't have to be. We're going to break it down and take the guesswork out of what to charge. Your business should be profitable, not a passion project that drains your time and wallet. Let's make sure you're getting paid!

You're Not a Volunteer

My time, energy, and creativity are worth: $_____ per hour.

Selling your product for less than it's worth is…

   a. A good business strategy
   b. A fast track to burnout
   c. A way to lose money
   d. Something we're NOT doing anymore

Hint: You deserve to make money, not just work for free.

(Correct answers: B, C, and D)

Pricing Psychology 101

I will price my products to end in: _____
Hint: $X.99 gives you the highest conversion!

What pricing have you used before (if any)?
_____

Will you change anything after learning this? _____

Where to Start with Pricing

You don't need to guess. Go do some research!

Pick one of your products. Then head to **the big 3** to look at comparisons:

- A_ _ _ _ _ (low-cost, mass-produced)
- e_ _ _ (mix of used, imported, and deals)
- E_ _ _ (handmade, premium, boutique vibes)

Product you're researching:

_____

_____

_____

What are the prices for similar products?

Platform	Price Range Found	Notes
Amazon	$_____	_____
eBay	$_____	_____
Etsy	$_____	_____

Where do you want to start your price?
(Think: somewhere in the middle!)
My starting price: $_____

*"Your business doesn't need to be perfect—
it just needs to be yours."*

Let's Talk Margins

Have you used the profit margin calculator to find your net profit margin?

☐ Yes   ☐ No

Your goal when starting = 35% profit margin or higher

After calculating the price is your margin above 35%?

☐ Yes! You're golden.

☐ Not yet. Let's try increasing the price or lowering your costs.

**Which of the following are great ways to add value so you can raise your price?**
(Select all that apply)

a. A how-to video
b. A printable guide
c. A packaging upgrade
d. A bonus gift
e. A freebie (See How to create a free PDF with Coach Maria Lesson in Module 3)
f. Nothing — just raise the price anyway!

(Correct answers: A, B, C, D, and E)

What could you add to your product that increases the perceived value?

_____

_____

Notes

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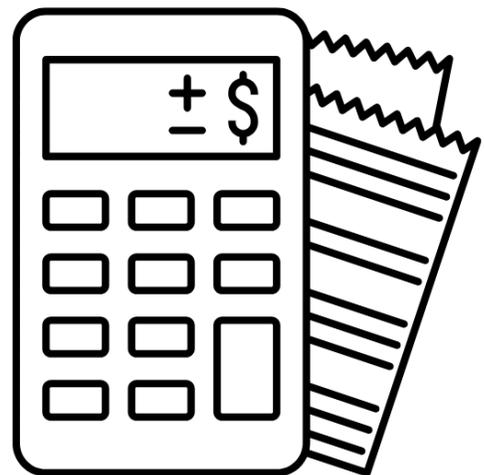
Lesson 2: Photography Sells

Your product might be amazing—but if your photos are dull, your sales will be too. Let's fix that. In this workbook, you'll learn how to level up your product photography on a budget using tools you already have. From DIY setups to influencer swaps and editing tricks, this guide will help you take photos that *actually* sell.

Dull Photos = Dull Sales

Photography helps to sell the *dream,* not just the item.

Think about one of your products. Now be honest—how do you feel about the photo of it?

   a. I love how the photo looks
   b. It needs some serious help
   c. I've never even taken a photo of it

Reminder: A great photo can make all the difference—no fancy camera or studio required!

The 3 Photo Upgrade Methods

There are 3 easy ways to get better product photos. Choose what works best for YOU:
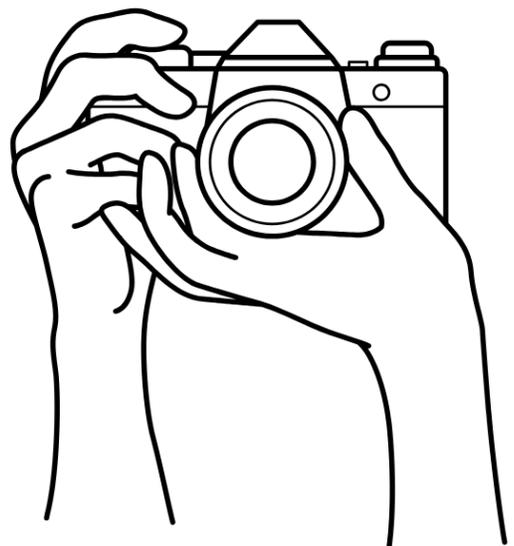
☐ DIY Photography
☐ Influencer Photography
☐ Photographer Photo Swaps

DIY Photography

If you go with **DIY Photography** You do not need a fancy camera or studio. Just your phone, some creativity, and a bit of natural light.

Now brainstorm three DIY backgrounds you'll try:

   1. _____
   2. _____
   3. _____

REMEMBER...

Never shoot:

- ❌ Under kitchen lights
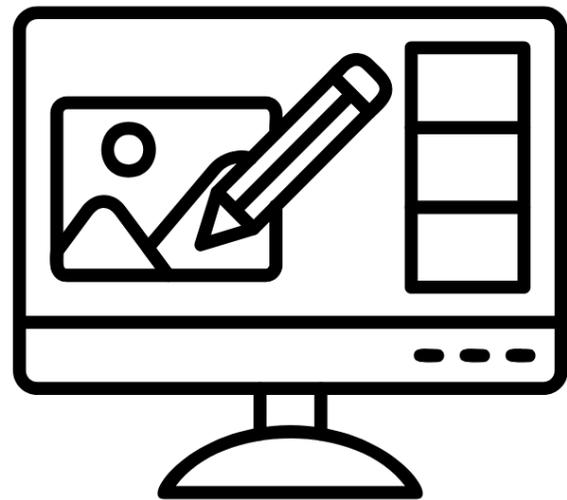- ❌ At 10pm
- ❌ With a messy background

DO shoot:

- ✔ In morning or evening light
- ✔ Outside in the shade
- ✔ Near a big window with natural light
- ✔ And edit like a pro (with free tools)

Which editing tools will you use?

- ☐ iPhone editor
- ☐ Lightroom app
- ☐ PhotoRoom
- ☐ Canva
- ☐ AI tools (photoroom, chat CPT, etc)
- ☐ Other: _____

"Opportunities don't happen. You create them."

– CHRIS GROSSER

Influencer Photography

If you go with **Influencer Photography** focus on nano influencers (1k–10k followers).

1. **Where will you start your search?**
   a. I'll search Instagram or FB using the hashtag: #_____
   b. I'll scroll my current followers to see who might be a fit
   c. I'm asking ChatGPT to help me find some

2. **Who will you reach out to?**
   a. I already have an influencer in mind: _____
   b. I'll find one and DM them today
   c. I'm feeling nervous—but I'll commit to messaging one this week

3. **What product will you offer for them to photograph?**

_____

(Write it in—this is your chance to promote it!)

4. **What kind of photos will you ask for? (Check all that apply)**

☐ Lifestyle with product in use

☐ Styled flat lay

☐ Holiday-themed

☐ Close-up details

☐ Sizing comparison

Photo Swaps with Local Photographers

If you go with **Photo Swaps** with Local Photographers, here are 3 places you could find a photographer:

1. Instagram (search: #[yourcity]photographer)

2. Facebook local groups

3. Friend or acquaintance who's just starting out

I will reach out to this photographer:

_____

We'll trade: Product: _____

for _____ photos
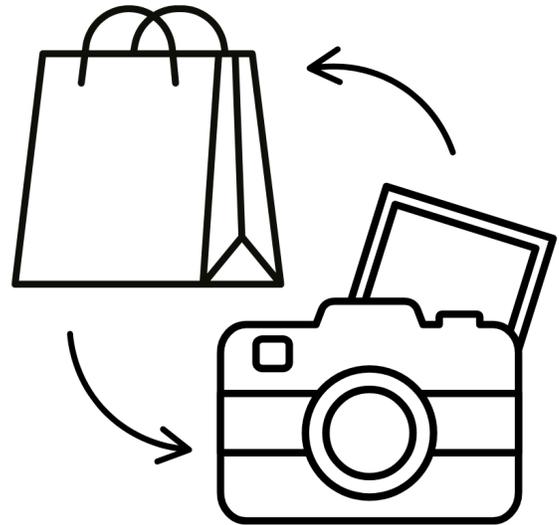
Notes

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_____

Remember: A good photo can turn a "maybe" into a "heck yes!"

Lesson 3: Increasing Value:

What if your product was so irresistible, people would feel foolish passing it up?
That's what we're doing in this workbook—learning how to stack value so high that your offer stands out like crazy.

Let's go!

People buy perceived value, not just products. That's why you can sell a $2 sticker with a $20 value stack and people will line up.

Value Stack = The Product **+** Problem-Solving Add-Ons **+** Perks That Make Buying Easy, Fun, or Feel Smart

Name of your product: _____

What problem does it solve?

_____

Now write what a *bad value add* would be:
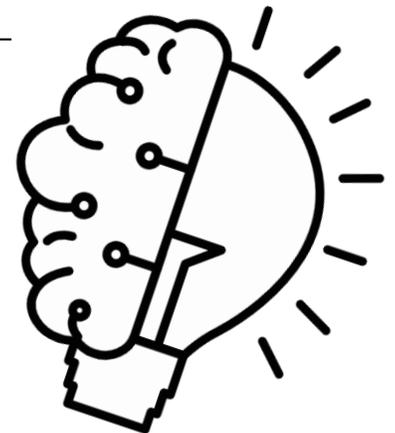(Ex: Ice cream recipe with a rock)

✘ _____

Now brainstorm a *good value add* that directly supports the problem it solves:

✔ _____

✔ _____

✔ _____

3 Types of Value Adds

What are the 3 main types of value you can add to your product to boost its appeal (and price tag)? Pick the correct trio!

- **a.** Soft, Silly, and Snack-Sized
- **b.** Glittery, Gourmet, and Glitzy
- **c.** Physical, Digital, and Informational
- **d.** Trendy, Twisty, and TikTok-Friendly

(Correct answer: C!)
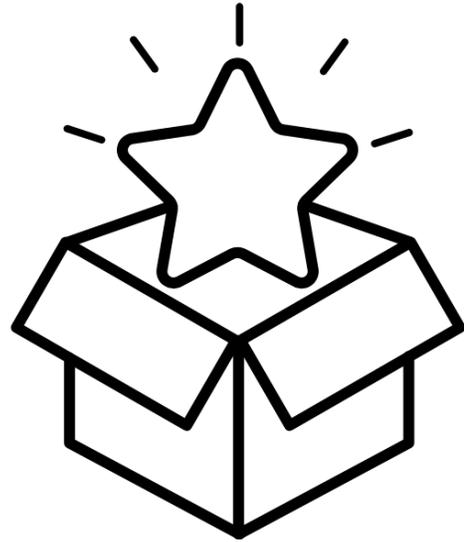
1. Physical Add-Ons

What can you physically add that will boost its value?

Physical add-on ideas:

1. _____
2. _____
3. _____

2. Digital Add-Ons

Digital = magic. You create it once, deliver it infinitely.

Digital add-on ideas:

1. _____
2. _____
3. _____

What free tool will you use to create it? (Circle one)

Canva | Google Docs | ChatGPT(AI) | Other: _____

3. Informational Add-Ons

People love to feel *smarter* when they buy. Give them info that helps.

Informational add-on ideas:

1. _____
2. _____
3. _____

Now write your product's value stack pitch:

"When you buy _____, you'll also get _____,
_____, and _____—making this the
easiest (or most fun/meaningful/etc.) way to _____."

Example:

"*When you buy this superhero cape, you'll also get a printable scavenger hunt and 10 superhero challenges—so your kids can play, run wild, and give you a five-minute break.*"

Once your product solves a problem and adds value, you no longer have to *sell*—you just *offer*. And people say yes.

Notes

Lesson 4: Create a free PDF with Coach Maria

Freebies aren't just fun extras—they're a smart way to connect with your audience, provide value, and grow your email list or boost your product sales. In this workbook, you'll brainstorm freebie ideas, map out what fits your niche, and get step-by-step help for designing your first freebie.

The best freebies solve a real problem or make life easier for your ideal customer. Take a moment to think about your audience.
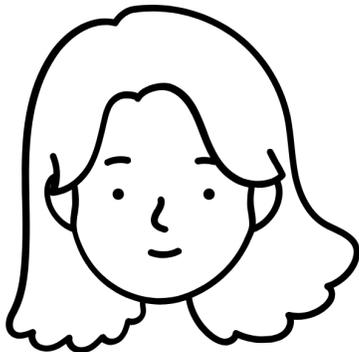
My ideal customer is:

_____

_____

What are they struggling with?

_____

_____

What would make their day easier, more fun, or more meaningful?

_____

_____

Now let's get creative. Think about your niche and jot down at least **5 digital freebie ideas** that would genuinely help or delight your audience.

1. _____
2. _____
3. _____
4. _____
5. _____

HINT: Not sure what to create? You can ask ChatGPT:
_"This is my ideal customer, and here are their pain points: _____. What are 10 freebie ideas I can create for them?"_

Plan Your First Freebie

Freebie Name: _____

What kind of format will it be? (Circle one)

PDF | Image (wallpaper) | Checklist | Journal page | Calendar

Other: _____

How many pages or items will it include? _____

What tools will you use to create it? (Circle any)

Canva | Google Docs | Illustrator | Photoshop | Other: _____

Will it match your brand colors and style?

☐ Yes   ☐ No (If no, jot down what you want to change)

_____

_____

Grow Your List with It

Use this freebie to start building an email list of your dream customers.

What will your opt-in offer say?
"Get your FREE _____

when you enter your email!"

Where will you promote your freebie this week?

1. _____
2. _____
3. _____

Lesson 5: Integrate Printful with Etsy or Shopify

Print-on-demand is about working smarter, not harder. In this workbook, you'll walk step-by-step through creating your Printful account and connecting it to your selling platform—so you're ready to launch in no time.

What platform are you connecting Printful to? (Circle one)

Etsy　　|　　Shopify

Have you created your Etsy or Shopify account yet?

☐ Yes!

☐ Not yet—but I'm going now

Did you follow Coach Maria's tutorial and get your store connected?

☐ Yes

☐ No

If You Get Stuck...

Use this checklist:

☐ Did I create a mock listing in Etsy (if using Etsy)?

☐ Did I log in with the same credentials I used to sign up?

☐ Did I allow access when Printful asked for permission?

☐ Did I install the correct app in the Shopify App Store?

Write down any roadblocks you hit here so you can ask for help:

_____

_____

_____

Here's your 3-step assignment before the next video:

1. Create your Printful account and confirm your email
2. Connect to your Etsy or Shopify store
3. Confirm your integration is working (mock listing or app install)

BONUS: What are you excited to design first?

_____

_____

_____

💡 *Lightbulb thoughts:*

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"The best way to predict the future is to create it."

— PETER DRUCKER

Lesson 6: Create + List Your First Product with Printful

You've connected your store to Printful—high five! Now it's time to create your first product and push it live to your store.

Which platform are you using?

☐ Etsy

☐ Shopify

☐ TikTok Shop

☐ eBay

☐ Other: _____

Choose Your First Product

Which product are you starting with?

☐ Mug

☐ T-Shirt

☐ Hat

☐ Tote Bag

☐ Other: _____

TIP: Mugs and T-shirts are great starter products. They're bestsellers, affordable to produce, and super giftable.

Hint: Use the search bar or filter categories (eco-friendly, bestsellers, etc.) on the left-hand menu in Printful.

Upload Your Design

Upload your design file here in Printful.

If Canva: Did you export it as a transparent PNG?

☐ Yes

☐ Not yet – I need Canva Pro to do that *(Hint: You can use the free trial)*

Select Your Mockups

Choose mockup styles that match your brand vibe:

What kind of mockup are you choosing?

- ☐ Bright & cheerful
- ☐ Outdoorsy
- ☐ Dark & moody
- ☐ Holiday-themed
- ☐ Neutral & clean

You can switch mockups later in Etsy or Shopify if needed.
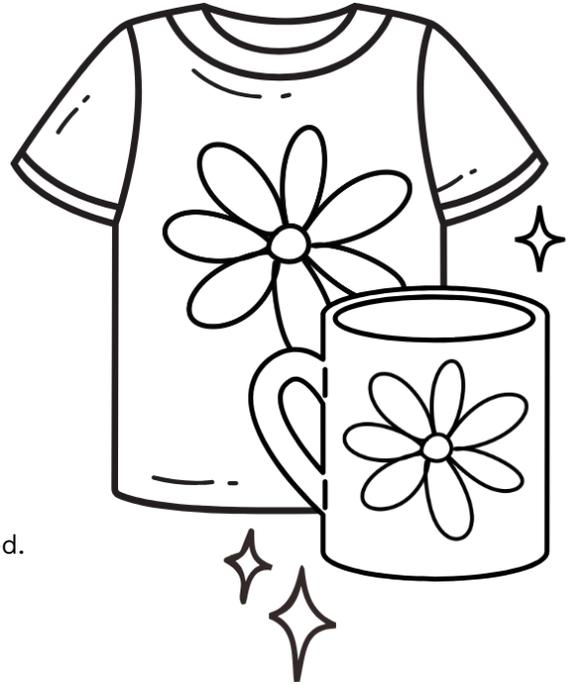
Write Your Title & Description

Use the Secret Seller's Toolbox for help!

Product Title: _____

Product Description:

_____

_____

Set Your Pricing

What's Printful charging you for this product? $_____

Your price (remember the 99 rule!): $_____
Estimated profit margin: _____%

Multiple Choice | **If Printful charges you $7.95 for a mug, and you sell it for $15.97, what's your profit?**

- a. $6.02
- b. $7.95
- c. $8.02

d. $5.97

(Hint: $15.97 – $7.95 = Profit ... Correct Answer: A)

Publish Your Product

How did it feel to publish your first product?

☐ Woohoo, I'm proud of myself!

☐ It was easier than I thought

☐ I still have questions (write them below!)

_____

_____

_____

List 3 more products you want to create this week:

1. _____

2. _____

3. _____

"Ah-ha!" moments:

_____

_____

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Lesson 7: What is an offer?

You've got a product. You've got your store connected. Now let's talk about what really moves the needle...

Making Offers

Which equation leads to more sales?

   a. Fewer offers = fewer no's = fewer tears
   b. More offers – more no's = more yes's
   c. Offers + silence = peace and quiet
   d. 0 offers = 0 judgment

(Hint: It's the one that makes your accounts say *cha-ching!: B!)*

What if they say NO?

Spoiler: Some people will say no.

We're embracing the no's. Because more no's = more yes's.

Say it out loud: "I want more NO's." Yes, really! Do it!

If You Get a No... What's Actually Wrong?

It's not you (unless your product smells like boiled broccoli. Then maybe.)

Usually, it's one of the 5 P's:

Which P do you think _you_ struggle with most?

☐ Picture (My photos look like I used a potato)

☐ Pitch (What do I even say?)

☐ Platform (Where do I even post?)

☐ Pricing (I'm scared to charge money)
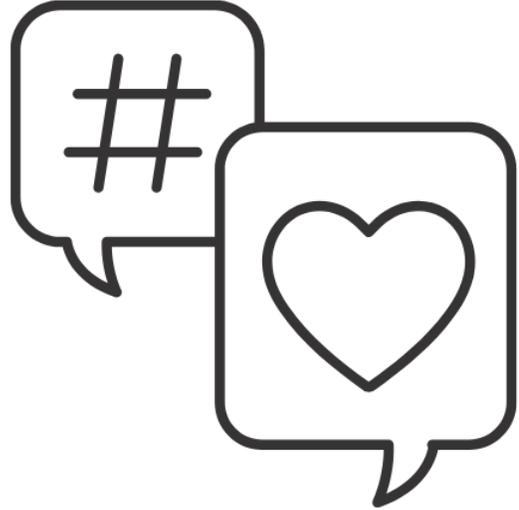
☐ Product (Still figuring it out)

(Hint: If you're not sure, test one at a time.)

Where did you post?

Is it warm or cold?

1. Your personal Facebook page:
   ☐ Warm ☐ Cold

2. A big influencer shares your post:
   ☐ Warm ☐ Cold

3. You run a retargeting Facebook ad:
   ☐ Warm ☐ Cold

4. You pin your product to Pinterest:
   ☐ Warm ☐ Cold

5. You text it to your mom:
   ☐ Warm ☐ Cold

"Don't wait for the perfect moment. Take the moment and make it perfect"

– ZOEY SAYWARD

(Hint: Cold = people who don't know you yet. Warm = your existing fans/friends.)

Action Step: Make 3 Cold Offers

List 3 ways you will share your offer this week with *cold* audiences:

1. _____
2. _____
3. _____

(Need ideas? Try: influencer collab, Pinterest, Etsy listing, email opt-in, marketplace post)

Bonus Challenge: "No Tracker"

Start a "No Tracker" this week.

Goal: Get at least 10 "no"s this week. Check them off as you go!

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Why? Because every "no" gets you closer to a "yes."

Notes

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Lesson 8: PUSH Formula

Let's practice turning one product into 20+ offers using the magic of PUSH. You ready? Let's go!

PUSH Quiz

What does the "P" stand for?

    a. Price
    b. Platform
    c. Photo/video
    d. Promotion

Hint: It's the visual story of your product.

What's a great example of "U"?

    a. How it's made
    b. Packaging
    c. How it's used
    d. A review

Hint: Show what it actually does!

What does "S" mean?

    a. Send to cart
    b. Share
    c. Shipping
    d. Size guide

Hint: Think tags, collabs, testimonials.

What's an example of "H" (Highlight)?

    a. Behind-the-scenes packaging
    b. Influencer post
    c. Review
    d. Product demo

Hint: Shine a light on a cool feature or detail!

True or False: You need new photos every time you post about a product.

Hint: You can reuse the same image multiple times by pairing it with a different angle of the PUSH formula!

You post something and no one responds. What do you do?

- **a.** Panic and delete everything
- **b.** Cry, eat snacks, and give up
- **c.** Reword it, try again, and remember it's not personal
- **d.** Start selling hot coffee at a baseball game in July

Hint: This one is actually in your training. Let's channel the chill vibes and adjust.

✔ Correct answer: C!

What's the biggest takeaway from the PUSH formula?

- **a.** Selling requires daily hustle and stress
- **b.** One product = one post
- **c.** You can multiply your offers with just small tweaks
- **d.** Math and selling are incompatible

Hint: It's the reason we made this lesson in the first place!

✔ Correct answer: C!

You Did It! You're now ready to take one product and turn it into 20+ different posts, captions, videos, and more—without burning out or starting from scratch every time.

Keep pushing (see what we did there?) and remember: more offers = more nos = more yeses

Notes

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_____

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_____

_____

Checklist – Have You Done These?

☐ I calculated my profit margin and set prices using a smart pricing strategy.

☐ I updated my product photography using natural light and clean backgrounds.

☐ I created a value stack that adds digital, physical, or educational content.

☐ I designed and shared a freebie using Canva and Google Drive.

☐ I successfully connected my Printful account to Etsy or Shopify.

☐ I created my first Printful product listing using transparent PNGs and solid mockups.

☐ I reviewed the 5 P's of a strong offer and made adjustments to increase conversions.

☐ I posted my product offer using the PUSH method at least 3 times.

☐ I checked competitor prices and used the ".99" trick to increase sales.

☐ I applied feedback and refined my listing and offers based on what's working.

Top 10 Glossary Terms for Beginners in E-Commerce

1. **Profit Margin** – The percentage of revenue left after all costs are deducted. Aim for at least 35%.

2. **PUSH Formula** – A content creation strategy: Photos, Use, Share, Highlight.

3. **Value Stack** – Bundling physical, digital, or informational items to increase product appeal.

4. **Transparent PNG** – A file format with no background—perfect for clean product uploads.

5. **Print-on-Demand (POD)** – A service where products are only printed and shipped once ordered.

6. **Mockup** – A product image that shows your design on the actual product.

7. **Freebie** – A free, helpful digital item used to attract and grow your audience.

8. **Nano Influencer** – A content creator with a small, engaged following great for product promotion.

9. **5 Ps** – Picture, Pitch, Platform, Pricing, Product: The key elements of a strong offer.

10. **SEO** (Search Engine Optimization) – Improving your product title and description to be found in search results.

💡 *Lightbulb thoughts:*

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_____