

# Pricing Psychology

## for Physical Products

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

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

### Size Matters

Use a smaller font size to list your price



### High vs. Low quality

Higher quality items show the product first.

Lower quality items show the price first.



**Jewelry**  
\$99.99



**\$0.99**  
Straws

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

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.

### Mention Daily Cost

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



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

\$9.99

Over 150

happy reviews

### BOGO! Buy one Get one.

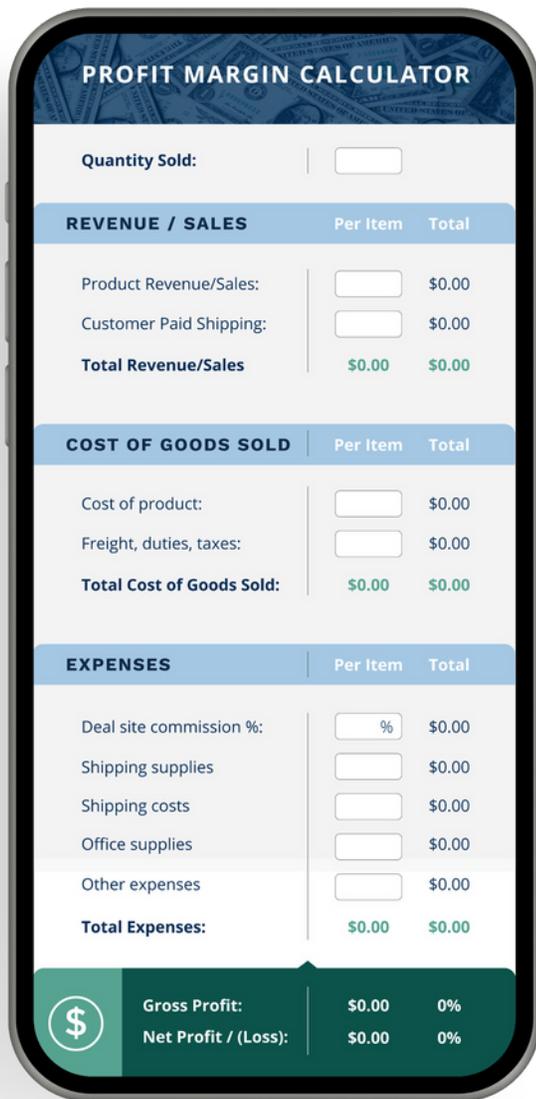
Logic gets pushed aside and customers focus on making the purchase to get the free item.

# Pricing: Where to Start

1. Amazon (Imported) \_\_\_\_\_

2. Ebay (Used/Imported) \_\_\_\_\_

3. Etsy (handmade\*) \_\_\_\_\_



Goal margin = \_\_\_\_\_ %

What will the price of your product be?

What is the margin?

*Notes:*

**\*Be sure to put the price in your Secret Sellers Toolbox**