

WEEK 2

marketplace
INTENSIVE

BECAUSE I CAN *life*

Homework #2

Trace the letters: I'M OKAY TO BE C+

I'm okay to be C+.

Handwriting practice lines consisting of four sets of three horizontal lines (top, middle dashed, bottom) for tracing and independent practice.

Get It Done

Circle the way you will get your photography done.

DIY

Influencers (@bodokekids)

Photo swaps with photographer

High school kids photo class

**Let's Collab FB Group (need a website)

Other: _____

Homework #3

Now that you know how to turn the lights on, go upload a before and after picture in the 0-100K FB group.

- YES,** I've posted in the 0-100K FB Group
- NO,** I have not posted in the 0-100K FB Group
- MAYBE,** I have posted in the 0-100K FB Group :)

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.

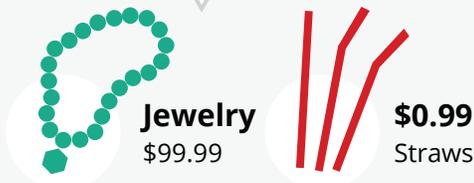
This works with products under \$100. Products over \$100, flip it.

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



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 Comparable

Homework #4

1. What will you price your product at?

2. What is the margin?

3. What is your long-term margin goal?

Homework #5

Where have you submitted your application?

- Pick Your Plum (EIN)
- Mercari
- Poshmark
- Ebay (A few products personal/Unlimited business)
- Etsy (EIN)
- FB Boutique Bargains Dixies
- FB Marketplace Boutique Bargains
- _____
- _____
- _____
- _____

Pirate Ship

Have you set up a Pirate Ship account? Yes or No (check boxes).

Yes

No

What is your estimated cost of shipping?

\$ _____

I CAN I CAN I CAN

I CAN I CAN I DID!