
PRICING GUIDE

PRICE FOR **PROFIT**
AND **CONFIDENCE**



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Pricing Guide

From Idea to Income™ Business-in-a-Box

One of the biggest questions new digital product sellers have is:

"How much should I charge?"

The truth is, you do not need to be the cheapest option. Your goal is to provide value and price confidently.

Beginner Pricing Formula

Use this simple pricing guide when rebranding your products.

Product Type	Suggested Price
Checklist	\$7 - \$17
Workbook	\$17 - \$27
eBook	\$17 - \$37
Planner	\$17 - \$37
Template Bundle	\$27 - \$47
Toolkit Bundle	\$37 - \$67
Premium Bundle	\$67 - \$197

Quick Start Recommendation

If you're brand new, start here:

Small Product

Price: **\$17**

Examples:

- Budget Planner
- Self-Care Workbook
- Goal Setting Guide
- Daily Journal

Mid-Level Product

Price: **\$27**

Examples:

- Business Toolkit
- Digital Planner Bundle
- Marketing Templates
- Productivity Bundle

Premium Product

Price: **\$47-\$97**

Examples:

- Complete Business Bundle
- Large Template Collection
- Multiple Product Bundles

The Value Rule

Don't ask:

✗ "How many pages is this?"

Ask:

✓ "What problem does this solve?"

A 10-page guide that helps someone solve a problem can be worth far more than a 100-page guide they never use.

Easy Pricing Strategy

Option 1: Single Product

One Product = \$17

Good for:

- Building confidence
 - Getting first sales
 - Testing demand
-

Option 2: Bundle Strategy

3 Products Together = \$27-\$37

Example:

- Planner
- Workbook
- Checklist

Bundle Price: \$37

Customers often prefer bundles because they feel they are getting more value.

Option 3: Premium Bundle

5-10 Products Together = \$47-\$97

Example:

- Workbook
- Planner
- Templates
- Checklist
- Resource Guide

Bundle Price: \$67

Don't Make This Mistake

Many beginners price products at:

✗ \$3

✗ \$5

✗ \$7

Then wonder why they are not making money.

You are building a business, not running a garage sale.

Price with confidence.

Suggested Pricing For Your First Month

Week 1:

Price products at **\$17**

Week 2:

Increase to **\$27**

Week 3:

Create a bundle at **\$37-\$47**

Week 4:

Offer a premium bundle at **\$67+**

This allows you to test pricing while building confidence.

Remember

You don't need hundreds of customers.

- 10 sales at \$17 = \$170
- 10 sales at \$27 = \$270
- 10 sales at \$47 = \$470
- 10 sales at \$97 = \$970

Small changes in pricing can create a significant difference in income.

From Idea to Income™ Tip

Start simple. Start selling. Improve as you go.

Done is better than perfect. Your first sale teaches more than months of research.

YOU'VE TAKEN THE FIRST STEP.

NOW KEEP BUILDING *Your Brand, Your Way,* YOUR FUTURE.



STAY FOCUSED

Dream it.
Plan it.
Launch it.



KEEP GROWING

Every step
brings you
closer.



MAKE AN IMPACT

Your purpose
has the power
to inspire.



BUILD YOUR LEGACY

What you build
today creates
tomorrow.



MORE RESOURCES, BOOKS, AND SERVICES

VISIT MY WEBSITE!

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Let's stay connected!



TikTok



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