



PRICING CASE BUILDER

Build a price you can defend
with **confidence.**



**MARKET
RESEARCH**



**ECONOMICS
& COSTS**



**VALUE
TRANSLATION**



**DEFENSIBLE
RANGE**



**EXPANDED WORKBOOK
FROM CHAPTER TWELVE**

AI After 50: The Next Conversation

PRICING CASE BUILDER

An Expanded Workbook from Chapter Twelve of

AI After 50: The Next Conversation

Castillo Digital Media

Your Pricing Case gave you a defensible range. This workbook helps you fill in the evidence behind it, so the number you land on comes from Market, Economics, and Value — not from fear picking the lowest one because it feels safer.

Work through this in order. Bring your finished Pricing Case from Chapter Twelve; you'll rebuild it with real evidence starting on the next page.

Part 1 — Your Original Case

Copy what you already wrote in Chapter Twelve, even if it was thin. You're about to fill in the gaps.

EXAMPLE — Diane, a resume-writing service for professionals 50+

Market Says: *Comparable resume services run \$150–\$350 depending on how much support is included.*

Economics Says: *About 3 hours per customer, plus a \$20/month AI subscription and template costs — no major upfront investment.*

Value Says: *Customers get a resume that gets interviews instead of silence, after months of applying with nothing back.*

Unknowns: *Don't know yet how price-sensitive this specific audience is, or how many will pay for the premium tier.*

Defensible Range: *Somewhere between \$150 and \$250 — leaning toward the middle since this is a first offer with no track record yet.*

Now do the same with your own case.

Market Says	
Economics Says	
Value Says	
Unknowns	
Defensible Range	

Part 2 — Market Research Tracker

Find offers that are genuinely comparable — same customer, same problem, same delivery method, same level of support. A self-guided download isn't comparable to something that includes personalized service. Verify the current price before recording it; don't rely on memory or an old screenshot.

EXAMPLE — Diane, a resume-writing service for professionals 50+

Comparable Offer	Price	What's Included	Source & Date Verified
<i>TopResume (self-guided package)</i>	<i>\$149</i>	<i>AI-drafted resume, no live review</i>	<i>topresume.com, checked 8/12</i>
<i>Local career coach</i>	<i>\$350</i>	<i>Resume + 1 coaching call</i>	<i>Referral, quoted 8/10</i>
<i>LinkedIn ProFinder freelancer</i>	<i>\$225 avg</i>	<i>Resume + LinkedIn profile</i>	<i>3 freelancer quotes, 8/14</i>

Prompt to use once your table has at least three entries:

“Here are the comparable offers I verified: [paste your table]. Based only on this evidence — not the highest or lowest number — what does the market actually suggest? Don't guess at offers I didn't include.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

“The verified range runs \$149–\$350. The two offers closest to yours in scope — resume plus a personal element — cluster around \$225–\$275. That's a reasonable starting anchor before factoring in your economics and value.”

Now build your own table.

Comparable Offer	Price	What's Included	Source & Date Verified

Part 3 — Economics Worksheet

What does delivering this actually require from you? Separate what you pay once from what you pay every time someone buys.

EXAMPLE — Diane, a resume-writing service for professionals 50+

One-Time Costs: *Resume template design, \$60. Setting up an intake form, a few hours of my own time.*

Per-Customer Costs: *AI subscription share, roughly \$4/customer. Payment processing fees, about 3%.*

Time Per Customer: *About 3 hours — intake call, AI-assisted draft, one revision round.*

One-Time Costs (creation, setup, tools you bought once)

Per-Customer Costs (what recurs with every sale)

Your Time Per Customer

How many hours does one customer require from you, start to finish? If that time is required for every sale, it's part of the economics — not something you donate.

Prompt to use:

“Here's what delivering my offer costs: [paste one-time costs, per-customer costs, and my hours per customer]. At my target price, what does my real margin look like once my time is counted? Don't tell me it's fine — show me the math.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

“At \$225 with \$11 in direct costs and 3 hours of your time, you're earning roughly \$71/hour before taxes. That's healthy for a new offer, but remember this doesn't yet include time spent on marketing or unpaid consultations.”

Part 4 — Value Translation

What does the customer have after working with you that they didn't have before? Pull this from your Positioning Card — What I Help Them Do and Why Me — if you've already built one.

EXAMPLE — Diane, a resume-writing service for professionals 50+

“Before: months of sending applications into silence, unsure if the resume itself was the problem. After: a resume built around what they’ve actually done, and clear talking points for the interview it earns them.”

Prompt to use:

“Here's the useful outcome my offer creates: [paste above]. What is that outcome reasonably worth to someone who's stuck without it? Base this on the problem's cost to them, not on how much effort I put into building the offer.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

“Someone stuck job-searching for months is losing income every week that passes. Even a modest chance of shortening that search by a few weeks is worth considerably more than \$225 to most people in that position — the price is well below the cost of the problem.”

Unknowns

What don't you know yet — price sensitivity, whether customers see the value the way you do, how demand shifts at different prices? Write it down instead of quietly assuming an answer.

Part 5 — Build the Case and Choose a Range

Bring Parts 2, 3, and 4 into one AI conversation and ask it to organize the evidence into the same five sections from Chapter Twelve.

Prompt to use:

“Organize everything I’ve given you into Market Says, Economics Says, Value Says, and Unknowns. Then based only on those, what Defensible Range does the evidence support? Give a range, not a single number. If I push you toward the bottom of the range without new evidence, ask me why.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

Market Says: \$149–\$350, with comparable scope clustering around \$225–\$275.

Economics Says: ~\$71/hour margin at \$225 before marketing time.

Value Says: Well below the real cost of a prolonged job search.

Unknowns: True price sensitivity of this audience, untested.

Defensible Range: \$197–\$247.

Now build your own.

Market Says	
Economics Says	
Value Says	
Unknowns	
Defensible Range	

Part 6 — The Tiering Pass

One Pricing Case can usually support more than one price point. This turns your single range into a simple low / mid / premium structure, so people who want less can pay less, and people who want more have somewhere to go.

Prompt to use:

“Here's my Pricing Case: [paste Part 5]. Suggest a 3-tier structure — a lower-cost entry version, the core offer at my defensible price, and a premium version with more of my time or support. Be specific about what changes between tiers, not just the price.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

Tier	Price	What's Included	Who It's For
Essentials	\$97	AI-drafted resume, self-review	Budget-conscious, comfortable self-editing
Core	\$197	Resume + LinkedIn + 1 revision round	Most customers — the anchor tier
Premium	\$397	Core + live interview prep call	Wants extra support and confidence

Now build your own.

Tier	Price	What's Included	Who It's For

Part 7 — The Reprice Script

Your price today isn't your price forever. Once you have sales history or stronger proof, you'll want language ready to raise it without sounding apologetic about it.

Prompt to use once you have that evidence:

“I'm raising my price from [old price] to [new price] because [new evidence — sales history, results, demand]. Write a short, confident announcement for my audience that explains the change without over-explaining or sounding defensive.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

“Starting next month, the Core package moves from \$197 to \$247. Over the last two months I've worked with over 20 clients and refined the process based on what actually gets results — the price reflects that. If you've been thinking about it, now's a good time to lock in the current rate.”

Keep this page. You'll come back to it the first time someone asks why the price went up.