

"How To Price Products"

A guide to help you set prices on products in the \$4-\$99 range.

by Sam Lifton

First of all, congratulate yourself on stumbling across this web page. I don't know how you got here, but I do know that today will be a historic day for your business venture, be it a corner store, a garage sale, a flea market stand or an e-commerce website. Today, you'll learn how to make people want to buy from you like crazy simply by adjusting your prices. And no, I'm not talking about lowering prices. As a matter of fact, most of your prices will go slightly up, not down. So you'll make more profit per sale on top of making more sales.

Now, that's a pretty bold claim I just made, so let me tell you the story about my discovery and how I arrived to a position of being able to make such claims (and even got some free ice cream in the process).

You see, I'm a businessman, but I wasn't always running a business. There was a time I studied math and computer science and then the time I worked as a computer programmer developing various algorithms for complex business processes.

This is the boring part, so I'll make it short. One day, I got fed up with working for somebody else! I got tired of having to report to somebody! I got tired of being bossed around! I wanted to achieve something on my own! Oh yeah, and then there was this little matter of the company I'd been working for going bankrupt in the dot-com bust.

One way or another, I was on my own. Four months, a business loan and a couple of maxed-out credit cards later, I had my very own small business.

I should add that I was always a geek and running a business didn't change me, so I still solve my problems the geeky way. And one of the business problems I ran into was figuring out how to set my prices for the products I sell to my customers.

I tried the usual "match the competitors", "below-the-market", "above-the-market", "cost plus margin" and a bunch of other pricing strategies I could think of. I tried to find some literature about this topic, and I did find a lot of information... that didn't help me one bit.

The biggest question I had was about fine-grained pricing. In other words, will a price tag of, say, \$19.95 bring me more orders than \$19.99, or \$20.00, or \$19.75, or any other price point in that range? What about \$49.99 vs. \$44.95? Or maybe even \$75 vs. 79?

I was pretty sure that there wouldn't be any difference, but since I couldn't prove to myself that there were no difference, the geek in me

kept telling me that I might be missing out on something big.

What if there really is a difference and I just don't know about it and I'm not using it to my advantage? That would mean I'm losing money in lost sales each and every day.

That kept bugging me.

Think about it.

You spend money on advertising, pay for the merchandise, pay your employees, and pay all other costs of running a business, and then you let some amount of revenue slip away without doing anything about it. That's your money. The money you should have had in your pocket at the end of the day. The money you've worked and risked for. Why would you want to let go of a significant part of your money without even trying to do anything about it?

That's how I began to think about it. For me, it became about not losing what's really mine in the first place.

But all that was still a big "if". I was searching and searching around, but found no evidence or literature either proving or disproving that fine-tuning prices makes a difference in sales. I saw the usual "\$9.99 is better than \$10", but not much beyond that.

One day, I got a novel idea: "Why not compile a database of all prices of everything I can get my hands on and see if I notice any patterns?" The geek in me immediately woke up and demanded that I investigate this further.

The concept was simple: get the price tags for different kinds of merchandise and then look at the raw and adjusted numbers to see if any patterns begin to emerge. In other words, I didn't know what to look for, I simply hoped that once I'm done, I won't have wasted my time.

So I went on my data-gathering mission scanning catalogs, picking up and entering prices from on-line stores, flyers, newspapers, and any other sources I could find. I included price tags for merchandise from toys, to small home appliances, to office accessories, to collectibles and gifts, to random junk, to second-hand merchandise, and anything in between.

I stopped about six months later, when I had over 15.3 million price tags recorded in my database. That's a lot of data! I was really excited, and also sick and tired of doing a rather boring and repetitive task for so long every free minute of a day I had aside from running a business.

So I collected and had in my possession information about a little more than 15,300,000 offers out there. Now what?

It just hit me. I simply didn't know what to do with all that data. How could I have possibly started a task of such magnitude without knowing what to do next?

I'll spare you the details of how I failed many times trying to make sense

of it all, and how I had to rent two large number-crunching servers (those are big computers used for advanced calculations) because it would take me decades to run searches for complex patterns on so many numbers using a regular desktop computer.

I gotta say, that cost me a pretty penny, but in the end it was worth it. You'll agree with me that pretty much any price would be worth paying for it once you yourself see the results of my findings.

Eventually I figured out how to price products and the logic behind it was amazingly simple. I called the concept price popularity.

Not a long time ago, a small convenience store co-owner on the corner of my street (the only place open to buy coffee and ice cream at 3AM, yes I'm a geek, I know) changed some of the prices for slowest-selling merchandise according to my recommendations. We got into a conversation about his business and I made some suggestions. That stuff was no big deal, like scotch tape packs, garbage bags, and other random things you might pick up while you are shopping there. But still, he wasn't moving much of that, so for him it was all just a waste of shelf space.

We talked and I told him which prices to change to what values (in most cases, nothing more than a couple of pennies). And then I went home.

I forgot about it until next week when I came back, again, at around 3AM. And this is what I learned. Within a week, most of the items with changed prices were sold out and he was ordering more to replace the stock. The guy was really excited and couldn't believe that such change in customer response was possible at all, let alone a mere adjustment of prices by a few pennies would do it.

He told me that he noticed that most of the sales for those items (the ones with updated prices) came from people who took the last glance at the shelves just before checking out at the register carrying the merchandise they came there to buy.

In most of those cases, it seemed as if they just looked at an item that caught their attention such as a scotch tape pack, saw the price, and thought "hey, I don't have any scotch tape at home and you never know when you might need some". And they bought it, because the price seemed just right.

I told him that I was very excited for him and I would love to stick around and talk more, but I needed to go home because it was almost 4AM. As I took my wallet out to pay for the coffee I'd almost finished and the ice cream that began to melt, he told me to put the wallet away. He made me a new cup of coffee and gave me a new ice cream bar out of the freezer, and told me that it's on the house. Of course, I didn't tell him how much this information was really worth. Instead, I let him feel good about himself for giving me some free stuff. But in any case, it once again confirmed that my findings are accurate, and that's what really mattered to me.

Two paragraphs above, I said something that you might have missed,

and I want to bring it to your attention because this is the most important thing when it comes to pricing your merchandise. I said that the customers bought those items because the price seemed just right. This might sound like an empty phrase, but it isn't. The whole secret behind successful pricing is contained within that phrase. Let me explain.

The main objective with pricing is to make people accept the price tag right away, so that they concentrate their attention on the item itself (and how much they want it), not on how much it costs. If you spend only enough time to learn one thing about setting prices, this should be it. This is the most important concept you must understand as a seller. Everything else is secondary.

You want your prospects' eyes on the item itself, not on the price tag. And the only way to do that is to set the price in such way as to make it match exactly what they've anticipated, down to the penny.

Of course, you can't guess what every single prospect thinks some item should cost. That's impossible. And if I told you otherwise, I would be lying. If you show some item to a hundred people and ask them to price it, they'll give you different answers.

But, there will be one price point that is favored by the majority of those prospects. For every product out there, there will be a price point which will get most "votes" in any crowd. And this is what you are after.

Since you can't please everyone, the most logical thing to do is to attempt to please the majority of your potential customers. After all, the more people like the price, the more sales you'll make. That's just common sense.

If more people pick a price of \$24.99 than \$24.95, then it's wise to price the item at \$24.99, not at \$24.95.

Even if it's four cents higher, you still want to go with the majority. Why? After all, if the price is a few pennies less than what the potential customer expected, it can't be bad, right? Well, yes it can.

Here is the sequence of thoughts of a prospect when seeing the item and the price tag. It all happens in an instant and most people don't even notice this process, but that's how it happens:

- That's a nice widget, I wonder how much it costs, should be around \$24.99.

(Turns the item around to see the sticker or looks down to where the price is shown.)

- Hmm, it's \$24.95.

- Just as I thought, even four cents cheaper. I was close.

- So it's \$25. Hmm, I wonder if it's really worth \$25.

And now the customer is thinking about the price, not about the item itself. What's worse, at this point, they are actually thinking about the

amount \$25, not \$24.xx. So you've just lost the edge you had there with the odd price (a proven technique in retailing). In any case, they are thinking about the price, not about how much they like the item. And this is always bad.

Now, let's look at an example where the customer's gut feeling is right on the money, or rather your price is exactly what it should be:

- That's a nice widget, I wonder how much it costs, should be around \$24.99.

(Turns the item around to see the sticker or looks down to where the price is shown.)

- Oh wow, it is \$24.99. I knew it.

They are delighted that they've guessed the price before seeing the sticker. It's a subtle feeling, but it's really strong and plays to their ego. At this point, they will never even consider a possibility of the item being priced too high.

Here, one important bit of human psychology comes into play: we hate contradicting ourselves. We simply can't stand it. So once a person feels like he or she guessed the price, there is nothing in the world that can change their opinion about that price being "right" for that product. Accepting that the price isn't right would mean accepting that they were wrong. And we all hate to do that.

You might assume that people don't think in terms of .99 or .95 or .97, but they do. They've been conditioned to do that by the retail industry of this country over the decades. One might think "around \$25", but still, they have an image of \$24.99 or some other cent value in the back of their mind without consciously realizing it. That's the reality we live in. And as a seller, you must exploit this reality to your advantage, if you want to make more sales.

The only time they actually mean \$25 when thinking it is in the negative context as shown in the first example. They've missed the price by a bit, and now they are a little bit upset, so they shift into thinking \$25, because for a price of "\$25 more or less", any guess in \$24.9x range would be correct. And we all want to be correct. That's just human nature.

As I said earlier, you can't match what every single one of your potential customers thinks, but you can match what the majority of them do.

Let's look at a specific example. Say, you have some item you are selling in the \$25 range. You will have 100 potential customers looking at it today.

If you know that roughly 60 of them will pick the price of \$24.99, 20 of them will pick the price of \$24.95, and the remaining 20 will guess some other cent or dollar value -- what would be the smartest price to set for that item?

Remember, you can't please all of them. So a smart seller would go after the majority. And considering that some percentage of those who mentally picked another price point would still buy from you, you would be in a pretty good shape pricing your item at \$24.99.

So here it is. Now you know what price popularity is all about.

The hard part is knowing which specific cent values to use for each dollar value. In other words, there is no single value like .99 or .95 or something else that's the best for all prices.

Let me give you some example and see if you can guess which price if the best to use.

For each pair of prices, pick the one you think is better, click on the little circle next to it, and see the result.

- | | | | |
|-------------------------------|-----|-------------------------------|---------|
| <input type="radio"/> \$15.95 | vs. | <input type="radio"/> \$15.99 | Answer: |
| <input type="radio"/> \$78.95 | vs. | <input type="radio"/> \$78.99 | Answer: |
| <input type="radio"/> \$11.95 | vs. | <input type="radio"/> \$11.99 | Answer: |
| <input type="radio"/> \$22.95 | vs. | <input type="radio"/> \$23.00 | Answer: |
| <input type="radio"/> \$63.95 | vs. | <input type="radio"/> \$64.00 | Answer: |

How did I come up with what's better and what's worse?

Let's go over another example and I'll show you how it works, and then I'll explain why it works this way.

I have an item that will be sold in the \$20 range, but I can't decide if I should set the price at \$19.95 or \$19.99. I take a sample of price tags from my database (the one with over 15 million records) and see how many times I encounter each of the two. With these price points, I found 3618 items priced at \$19.95 and 1531 items priced at \$19.99.

Separately, the information about those price points is meaningless, but if you look at both of those price points at the same time, you'll notice something strange.

Can you explain to me why \$19.95 occurs more than twice as frequently as \$19.99?

All those numbers are from a bunch of unaffiliated companies out there that don't share the same pricing policies, managers or suppliers. They don't even sell the same merchandise or operate in similar markets. Everything about them is different. But still, \$19.95 is used much more often than \$19.99.

Why is that? Why didn't I encounter something like 3618 vs. 3594 price tags? That would have been within an acceptable statistical margin of error. But no, there are more than twice \$19.95 price tags out there.

What this means is that an average consumer is twice as likely to see a price tag of \$19.95 than \$19.99 in his or her entire shopping experience. And this leads to one amazing conclusion.

Hold on to your chair, the simplicity of logic in the following statement and the power it gives you as a seller will blow you away.

What specific price point sticks in the back of their mind when they think "around \$20"?

If in their daily lives, they've seen \$19.95 much more often than \$19.99, then \$19.95 is what they are more likely to visualize when the price of a product is "around \$20". And as we discussed above, when you go with what the majority thinks, you make more sales. A lot more!

Are you beginning to realize the power of fine-tuning the prices?

When working with my pricing data, I tried many different algorithms, but this turned out to be most effective way of figuring price points. It turned out to be more effective than trying to match product categories, geographical regions or anything else.

I observed the same phenomena with many other "competing" price points all across the board in the range from \$4.00 to \$99.99. Sometimes, I saw .95 being better than .99 (as with \$19.95 vs. \$19.99), other times it was the other way around (for example, \$64.99 is better than \$64.95). In certain cases, a whole dollar amount is better than .99 or .95 (for example, \$72 is better than \$71.95).

There are many combinations and no common formula such as "always use .95 or .97". But regardless of the price range of your products, there are specific price points that will propel your sales, and consequently other price points which will cripple your sales volume.

Once I've finished compiling the data, I had to test this my findings. I changed the prices for some of my items and nervously waited to see if my sales increase. And they did. My gross daily receipts became higher than usual. They were fluctuating as before, but overall I was making more sales.

I was really happy about it, but then it hit me: maybe it's just a seasonal increase in sales or some soft of a coincidence? What if the increase is happening because of a good weather which in turn means more people are going outside to do shopping? What if something is wrong with my accounting? Those "what ifs" kept bugging me all day long.

At the beginning of each day, I expected that the sales will go down. At the end of the day, seeing the sales still going strong, I thought that the next day would surely bring me back to reality.

It really was too good to be true, but the worrying was killing me. So to make sure I'm not delusional, I decided to perform a small test.

I placed two units of the same item in different corners of the shop and attached different price tags to each of those units. Everything was the same but the price.

Whenever someone found both of them and asked me about the price difference, I just offered them the item at the lower price of the two,

even though it was just a couple of pennies difference. If a customer spotted my test, then it's no longer a valid test and they obviously should get the lowest price they see. I simply discarded those customers from my stats.

The most interesting thing occurred with people who only encountered the item once. They only saw one or the other price tag while making their decision to purchase (or not to purchase) as they normally would. I took a notice of the ratio of people who bought each of those units to the total number of people who looked at either one of them.

The results were amazing, and to make sure I'm not dreaming, I repeated the test with other items, each time setting up a pair of units with different price tags.

In some cases, the unit with prices set according to price popularity had as much as 90% sale rate, when an identical unit with prices set according to my gut feeling had the usual 40-50% rate. That is, only half of the people who picked it up to look at it (and to look at the price tag) ended up purchasing it.

I even tried switching places and swapped the stickers because I thought the location on the shelves might interfere with my test. But no, the "customer's interest" in the items followed the price tag no matter where I put the item. And since I didn't count the absolute number of times I sold an item but the ratio of orders to the number of people who looked at the item, the hot-spots of foot traffic between the shelves didn't affect my results.

At that point, I was ecstatic. I knew that my business is now permanently going to get more sales, and even more once I finish updating the prices for the rest of my merchandise.

I knew I was safe and my business was booming, so I didn't have to worry about this all being a dream any more. But I wanted to see how far I can push it. So I called a good friend of mine (we used to be roommates in college) that runs an e-commerce website carrying many different products and sells them exclusively on the Internet.

He is really someone I look up to when it comes to business matters because he always had certain amount of business intuition that I lacked. And I respect his opinion.

I told him about price popularity and the extra sales I've been getting and pretty much everything I just told you. He listened to me carefully, thought about it for a minute, and then told me that I'm fool of crap. After that, he said that he has a way to test my theory with a 100% certainty. So if I'm right, I'll know that I have something great here, and if I'm wrong then I can relax, stop stressing out over price points, get over the whole thing, and get back to running my business as usual.

He performed what they call a "split-test". What this means is that they rig the website to show a certain price to one half of the visitors and another price to the other half. After that, they measure the number of orders they received from each of those groups.

It's basically a high-tech version of what I did with the shelves, but without the possibility of any visitor finding the "other" price.

We tried it with 10 products on his website that we randomly picked for this experiment by browsing his website simultaneously while discussing it on the phone.

I looked up my records and told him which price to set for each of the products, and he did that. One the test begins, one half of the visitors to his website would see the old price he had while the other half would see the new price that I told him to use (which was always only a few pennies away from the original price).

He told me it would take him a few weeks to make sure he gets enough orders for it to be "statistically significant", so he would get back to me later, and told me not to hold my breath for the results.

So I went back to running my business and slowly replacing old prices with the new ones for the rest of my products. The sales kept increasing and all was well, but I still kept anxiously waiting for his phone call. I didn't want to call him first because I didn't want to seem desperate and give him another chance to laugh at me, so I just kept waiting and worrying.

Even though, I knew that my business was doing better and I have nothing to worry about, the on-line pricing seemed like the ultimate test because on the Internet, there is really nothing affecting your shopping decisions but the price. Especially, since competition with other offers is just a click away. So if price popularity worked even on-line, then I would know that my theory is correct and can be used for any type of business.

Three weeks later, he finally called. I saw his number on my caller ID so I greeted him specifically instead of saying the usual "hello". In response, the very first thing he said -- even before saying hello back to me -- was "dude, give me the rest of those price points for all my other items!"

That's it. He saw how well it works and he wanted to change prices for all his products as soon as possible.

Now was the time for me to have some fun, so I told him I would think about it and get back to him in a couple of months.

He paused for a second, trying to figure out if I'm joking or serious, and then said: "Well, actually I'm still not sure about the results. I want to keep testing, but give me all price points you have just in case."

Yeah, right buddy! I knew I would give him the data because we are friends, but I still wanted to mess with him for a bit for making me wait and worry for three long weeks.

We talked bit more, and our conversation quickly degraded to the point where we exchanged a couple of profane nicknames we called each other back in college, jokingly of course. And then I gave in and emailed him

the list of all price points I had in his price ranges.

After that, I realized something. I use price popularity to increase my sales. Other people were able to do the same (my college buddy wasn't the only one I gave the prices to; he was just one of the first people to try it). It even works on-line, where there are no other factors. That must mean other sellers out there would want to use fine-tuned pricing to increase their sales.

I told you this would be a historic day for your business if you sell something or plan to sell something in the near future. After all, why tell you all this if I weren't also willing to provide you with there price points so you can increase your sales too? So here it is.

I knew people would need this information, and I also knew that nobody in the right mind would want to spend hours digging though millions of numbers if I simply released the raw data. A business owner doesn't have time for that. So I created a report with detailed tables covering all price points from \$4.00 to \$99.99.

I covered increments of every cent in that range, but I didn't just list all of them. That would mean a big table with almost 10,000 rows. And as I said, that would be a waste of your time.

I extracted the most important price points that are needed for sellers to set prices -- the points you (and your customers) see in retail every day. I discarded the points that are useless, so you can have this information right away, without going through thousands of records trying to find it.

For example, who needs to see if \$73.47 is better that \$72.51? Looking into that is a ridiculous waste of time. Especially, if you knew that \$74.95 would beat both of them, and would also beat \$74.99, but in turn \$75 would beat \$74.95.

And you know what, I spent my time doing just that so you won't have to. You can use this report to quickly find the price range you need and see the best price to use. I don't even use the database any more. I have a printed copy of this report on my desk, and whenever I need to set a price for a new product, I flip through a couple of pages and I'm done in about 45 seconds.

Here is precisely what I cover in my report.

- For each dollar value (like \$14.xx, \$27.xx, \$57.xx, etc. from \$4 to \$99):
 - When to use .95 and when to use .99
 - When to use .95 instead of the whole dollar and when not to
 - When to use .98 instead of .95 (very rare and powerful)

- When to use .98 instead of .99
- When it's better to use .97 (even more rare, and more powerful, if done right)
- 18 most popular cent values (apart from .99, .95 etc.) -- when you must "spice things up" so you don't look like a cheap catalog with all prices ending in .95 or .99.
- Cent values that are most appropriate for a given price range (used for ranges like \$20-\$30 or \$50-60, etc.) -- this is useful when you need a "regular price" and a "sale price" that are close together in the same range.
- 60 most popular price points across the whole range of \$4.00-\$99.99 (this is good if you have absolutely no idea what price to set for some item)
- Dollar values that are most appropriate for a given price range (when to use \$34 vs \$39 or \$74 vs \$75, etc).

This report contains everything you need to be able to set your prices quickly and decisively, no matter what kind of a business you are in. It will help you price products for a brick-and-mortar store, an e-commerce website, a stand at your local mall, a table at a trade show, a yard sale, or for any other way of selling products to people.

At first, I was reluctant to release this report to the general public, because you never know who might become your competitor tomorrow. And I didn't want one of my current or future competitors getting their hands on my report and adjusting their prices.

But then, something happened. The major implication of that "something" is the fact that soon, small businesses will not be able to get this information at all. It has to do with some legalities. I'll explain everything in a minute. Realizing that I can share this information "now or never" made me want to release my report to the general public for as long as I can.

I decided that I'll only charge \$49 for my report, which is a pretty good deal. It's a one-time-payment, yet the extra profit from the increased sales is forever, and you'll quickly recover it's price with just a couple of extra orders you'll get. After that, it's all pure extra profit.

Honestly, you are lucky. I had to spend many months of my time and thousands of dollars to discover this phenomenon and figure out how to use it to increase sales, and you will get it all for only \$49 and no time investment on your part at all.

In some cases, I've seen sales double after adjusting prices. But let's assume something more modest here. Let's assume your sales would increase by "only" 25%.

Let's look at the alternative here. Let's say you don't adjust your prices.

If you are preparing for a one-time yard or garage sale, then take a quarter of your merchandise and throw it away before you even open your sale to the neighbors. That's how much you are going to lose anyway, so why even bother carrying that stuff out and placing it neatly on the shelves and tables?

If you are running a business and constantly sell products, then dump a quarter of your merchandise in the trash whenever you get a new shipment from a vendor. And no, don't donate it, that would give you tax credit, but really throw it away.

Would that be a stupid thing to do?

I would say yes, and so is losing a quarter of your money through lower sales volumes. It really is your money, and the fact that you choose not to take it from your potential customers doesn't change the fact that it should have been yours.

But what if you price your products in a way that makes people concentrate on the products themselves and not on the price tags? What if your sales increase not by 25% but by 50% or more (which is still a modest estimate when you set truly optimal prices)? For every \$1,000 in revenue you are making now, you might be making \$1,500 or more.

With all those extra sales, think of how much more you'll be able to spend on advertising to attract even more business, to expand your product line, or even spend the extra cash on yourself and your family (after all, that's why we are all in business in the first place).

Order your copy of the Price Point Report right now, don't put it away for later. I'll tell you why in a minute.

The order process is really easy. Once you've completed the order, you are immediately taken to the download screen where you can download your copy of the report packed in a PDF file. It all takes less than a minute. And once you've downloaded it onto your computer, you can always view on your screen. You can even print it out, so you have a copy in front of you whenever you need it. That's what I did, and I have to say that it's really convenient.

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If you don't order the report now, chances are, you won't be able to order it later. Pretty soon, I'll replace this page with big bold red sign stating that the report is no longer for sale. Why?

It's not that I don't want to sell it any more, I just won't be able to do it for legal reasons. I already mentioned that "something" that caused me to put it in the open in the first place.

Right now, I'm in the talks with one large company about this report and all my data and pricing methodology. They want to acquire my database and this technique, and then sell it to other Fortune 500 companies. They've already made it clear that once the deal is complete, I'll have to sign a non-compete and a non-disclosure agreements with them. This means I won't be able to sell this report any more. I won't even be able to talk about specifics to anyone else or they might sue me. It's a pretty harsh contract.

And once they buy it from me, they are not going to be selling this report (or any equivalent) to small business owners at all. As I said, their target is large businesses.

If you don't order your copy now but decide to come back later, when I'm no longer selling the report, I won't be able to make any exceptions (so please don't contact me about it then). I'll be under a legal obligation forbidding me from distributing this information any more.

So if you think you need some time to think about it, then make sure you don't think for too long. As a matter of fact, there is really nothing to think about. Adjusting prices in the way I describe in my report has helped so many sellers out there that I no longer have any doubts about the effectiveness of this method. And because I know my report will help you make more sales, I'll give you the following guarantee:

If you set or change your prices according my recommendations and don't see a tremendous increase in sales, then call or email me and I'll refund your money without any questions.

I thought about offering some performance-based guarantee as in "your sales would increase by XX%" or some other statement like that, but the reality is that there are plenty of small businesses that don't have the statistics and can't spend the time analyzing the difference to see if they hit the mark or not. On top of that, if you are just starting to sell something or if this is a one-time deal, like a garage sale, then a guarantee tied to a certain percentage won't make any sense at all.

If you don't run an established business, if you are just starting out, or if you need to set prices for a garage or yard sale for the first time and you don't have sales history to compare, then my offer is even simpler: try settings the prices my way, and if you don't like the outcome, then contact me and I'll refund your money. I have nothing to fear, because by the time you see your revenue, you'll forget about the small price you've paid for this report.

I'll be frank with you. What's the worst thing that can happen? Let's say that my method doesn't work. Can it possibly hurt your sales? No. If it doesn't work then it would be as if you set your prices on random or using a gut feeling instead. That wouldn't bring you any more sales, but it wouldn't take away from you either.

So even if you have reservations about my system, you know at least one thing: it won't make things worse. After all, if you price some item at \$19.99 instead of \$19.95 and end up making exactly the same number of sales as you would with a \$19.95 price tag, what do you lose? Nothing.

That leaves the price of the report as the only thing that's at stake here. And as I said, if you are not totally blown away by the sales you get when settings the prices my way, then contact me, and you'll get your money back.

On the one hand, you stand to gain a lot more revenue. On the other, there is no risk if it doesn't work. What's the downside here? More importantly, would I be offering my report on such conditions if it didn't work? If you are a merchant, then you know about credit card processing fees that sellers pay (both for charges and for refunds). So if my report didn't help people and everyone asked for a refund, then I would quickly go broke, and even my main business wouldn't be able to save me. Actions speak louder than words, so the way I back my report should assure you more than anything I could say.

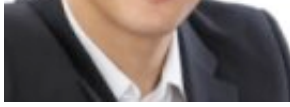
Order my report now, and aside from the increase in sales you'll get peace of mind knowing that you've done your best setting prices. There are plenty of things a business owner needs to worry about, and setting product prices doesn't have to be one of them any more. Personally, for me knowing that I have the most optimal prices was as important as the increase of sales itself.

Now that you've learned about the power of fine-tuned prices, you must realize that if you mess up while pricing your products, you are going to be losing money every day without even knowing it. And that thought will keep nagging you every day. I know it has nagged me for many months while I was working on it.

As I already mentioned, all that is based on a simple but brilliant concept: the more a person sees some particular price tag, the more likely he or she is to visualize it. Knowing and using this will boost your sales more than anything else. [Order my report](#), and stop leaving your money in your potential customers' pockets.



Sincerely,



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