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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Is Your Pricing Costing You Money?**

**By Jeff Mulligan**

**Is Your Pricing Costing You Money? by Jeff Mulligan**

Are you losing money with every sale you make?

You might be, if your product is not priced correctly.

One of the things I've learned is that a lower price is not necessarily a better price. In fact, sometimes the higher price also gives you more customers. And far more profit.

For example, I have a product called CBmall. There are two versions of CBmall: Gold and Silver. The Gold CBmall sells for \$97. The Silver CBmall sells for \$47. You can see the differences here:

<http://www.CBmall.com/join.asp>

Frankly, the differences are minor.

Now if I just asked you to guess, I bet you would tell me that I would sell at least twice as many Silvers as Golds...

...and amazingly, you would be wrong.

In fact, almost 75% of CBmall sales are for the higher priced Gold version.

The key point here is that you do not know until you test. I certainly never thought I would sell so many more Golds than Silvers. But it is happening every day and the numbers don't lie.

Perhaps you could test some new pricing on your own products and find yourself a gold mine of new profits.

And if you don't have your own product yet, remember that pricing is one of the first things you need to test.

## **Pricing For Profit!**

**By Bill Vannot**

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Are your prices set for success? If you study consumer psychology, you might run across suggestions that prices ending with the number "7" can possibly sell more often than prices ending in other numbers,

One example would be to try pricing something at \$4.97 to possibly make more of an impact, than pricing it at \$4.99. Have you tried this pricing technique? Set up a test and see if it works better for you. Can a difference of only 2 cents really make a difference in the sales you stack up?

If you sell higher quality products or services, this could cheapen your product or service's image, so you should avoid this pricing strategy for expensive items. If your brand is solid, your offers can absolutely command and get higher prices.

You can also try lowering your prices. It could work for you if your customers buy more than one item from you. It appears to be more of a bargain if you say \$35.00 for one or \$97 for 3 items. It isn't a big saving but it is a bit more eye appealing. Sometimes, bundling items is a good idea, at a slightly reduced price.

Creative psychological pricing strategies also include using a technique that seems to lower the value of your product or service. Here's an example, if you charge a \$400 annual fee for your service, try offering the same service for \$7.50 a week. It's almost the same price but the weekly cost of \$7.50 seems to look cheaper than hundreds of dollars.

Test your products and services with psychological pricing. If it works for you, your sales just might increase!

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