SAMPLE

Excerpt from: Digital Product Pricing Playbook

This sample shows the first 3 page(s) of the full 40-page product.

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SKILLQUESTERS



DIGITAL PRODUCT PRICING PLAYBOOK

Price anything with confidence

2026 expanded edition

skillquesters.com

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How To Use This Playbook

From guessing to pricing with confidence

Most creators price by gut feeling: they pick $29 because it 'sounds right,' then wonder why nobody buys — or why they work 60 hours a week for pocket change. This playbook replaces guessing with a system. Pricing is the highest-leverage decision in your business. Research consistently shows that a 1% price improvement has 5-10x the profit impact of a 1% cost reduction. Yet most creators spend 100 hours building a product and 10 minutes pricing it. This book fixes that imbalance.

Work through it in order:

- **Part 1 — Foundations:** the three pricing philosophies and when each wins. Pick yours.
- **Part 2 — Psychology:** the mental triggers that make prices feel fair (or irresistible).
- **Part 3 — Models:** one-time, subscription, freemium, tiers — choose your revenue engine.
- **Part 4 — Tiers & Bundles:** design offers that pull buyers upward.
- **Part 5 — Testing:** find your real price ceiling with data, not opinions.
- **Part 6 — Discounts:** run promos that spike revenue without training buyers to wait.
- **Part 7 — Raising Prices:** how to charge more without losing customers.
- **Part 8 — Case Studies:** real pricing teardowns with numbers.
- **Worksheets:** calculators and templates you fill in as you go.

WHY IT WORKS: *Do the worksheets with a pen, not just in your head. Writing forces specificity: 'my buyer values speed' becomes 'my buyer is a freelance designer losing $75/hour to admin work.' Specificity is what lets you price precisely.*

Your turn: Write your current price (or planned price) and one sentence on WHY you chose it:

My product: _____

My price: $_____

Why I chose it (be honest — 'gut feeling' is an acceptable answer for now):

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